

# COURSE DETAIL

## STRATEGIC COMMUNICATION: CONTEMPORARY PUBLIC RELATIONS

**Country**

Sweden

**Host Institution**

Lund University

**Program(s)**

Lund University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

120

**UCEAP Course Suffix****UCEAP Official Title**

STRATEGIC COMMUNICATION: CONTEMPORARY PUBLIC RELATIONS

**UCEAP Transcript Title**

CONTMP PUBLIC REL

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## **Course Description**

This course develops an appreciation of both theoretical and practical conceptions of public relations. Although examples are drawn primarily from Swedish, UK, and US experience, students are invited to consider public relations in a broader transnational and global context. Emphasis is placed on understanding the changing nature of the discipline, including those driven by the increasing importance of digital platforms and channels. The course develops the student's ability to consider public relations as a strategic activity and builds familiarity with the public relations toolkit. The range of tactical devices employed for delivering organizational messages and engaging with a range of stakeholder groups. This includes developing techniques for measuring and evaluating the effectiveness of such activity. As well as critically examining the reality of what is sometimes described as the "professional project" students are encouraged to consider ethical issues surrounding public relations activity, including power imbalances and tensions around truth, persuasion, authenticity, transparency and legitimacy.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

SKOC30

### **Host Institution Course Title**

STRATEGIC COMMUNICATION: CONTEMPORARY PUBLIC RELATIONS

### **Host Institution Course Details**

<https://kursplaner.lu.se/pdf/kurs/en/SKOC30>

### **Host Institution Campus**

Lund

### **Host Institution Faculty**

Social Sciences

**Host Institution Degree**

**Host Institution Department**

**Course Last Reviewed**

2025-2026

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