



Department of Strategic Communication

International PhD Course at the Department of Strategic  
Communication, Lund University, Sweden 2022

### **The Emerging Field of Strategic Communication (5 credits)**

Course Leader: Professor Jesper Falkheimer

17-21 January 2022

Strategic communication is a fast-emerging transboundary academic field of research and central to any organization or entity. During the past decades the field has developed its own methods and theories, and is nowadays characterized by several perspectives. In this course, PhD candidates will meet leading scholars representing different perspectives in the field and discuss ideas within the emerging field of strategic communication. The course is structured around different communication perspectives, focusing on practice-based, cultural, social, institutional, as well as critical modes of research.

The main part of the course is a compulsory one-week intensive gathering with a combination of lectures, seminars and workshops at Lund University in Helsingborg, at which participants have the opportunity to discuss strategic communication in relation to their own PhD projects. More information about the content and structure will be given later.

The course takes place January 17-21 2022 at the Department of Strategic Communication at Lund University in Helsingborg, Sweden. The Department of Strategic Communication is one of the largest units in Europe dedicated to strategic communication.

#### **Examination**

A final course paper critically discussing and applying relevant parts of the course literature to the own PhD project (max 4000 words).

#### **Literature (prel.)**

Craig, R. T. (1999) Communication Theory as a Field. *Communication Theory*. Vol 9:2, 119-161

Falkheimer, J., & Heide, M. (2018). *Strategic communication: An introduction*. London: Routledge.

Holtzhausen, D. & Zerfass, A. (Eds.) (2015), *Handbook of Strategic Communication*. New York: Routledge.

L'Etang, J., McKie, D., Snow, N. & Xifra, J. (Eds.) (2016), *The Routledge handbook of critical public relations* (pp. 162–172). New York, NY: Routledge.

Nothhaft, H., Werder, K.P., Vercic, D., Zerfass, A. (2020), *Future Directions of Strategic Communication*. New York, NY: Routledge

A selection of articles will also be included.

### **Course team and lecturers**

Cecilia Cassinger, associate professor, Mats Heide, professor, Howard Nothhaft, associate professor, Åsa Thelander, associate professor, Hui Zhao, assistant professor. More lecturers, also from other universities, will be announced.

### **Applications**

Applicants should apply for the course before by November 1, 2021 by sending an e-mail to [jesper.falkheimer@isk.lu.se](mailto:jesper.falkheimer@isk.lu.se) for provisional acceptance. The course is free of charge but external participants need to finance travelling and living expenses.