

MK6019 (Strategic Communication and Crisis Communication, VT 2025, Halmstad, 22111, V2111, X2110)

Number of possible respondents: 26

Answers: 15

Response rate: 57,69 %

Study pace: 100 %

Examiner's course analysis

Based on the course evaluation result - which are the strengths of the course?

The most appreciated parts of the course seem to be:

- a) the crisis management/communication exercise
- b) the workshops on environmental analysis, stakeholder analysis

Based on the course evaluation result - which are the weaknesses of the course?

The biggest concern among the students is the communication about the individual written exam, which seems to influence much of the overall satisfaction index.

Another concern was the communication with and between teachers.

Comments about the collaboration with the course ambassadors

A meeting with the course ambassadors was held a few weeks before the course evaluation. Together, we decided on course-specific evaluation items.

A follow-up meeting with one of the course ambassadors was held after the evaluation, where we analyzed and discussed the survey results.

Conclusion and suggestions for course development or already made decisions

Individual written exam: Until next year, ensure all information about the exam is aligned and correct.

Evaluate and fine-tune the activity-based seminars.

Other comments

The overall result of the survey seems to be coloured by dissatisfaction among several students concerning the communication about the individual written exam. Until next year, we must clarify the relationship between study questions and the exam to avoid misunderstanding. Other than that, according to the course ambassador, the overall impression of the course is better than the survey result.

I am overall satisfied with the course.

	Number of responses	Distribution (%)	Index (%) I am overall satisfied with the course	52
0 = I definitely do not agree	1	7%		
1	2	13%		
2	5	33%		
3	2	13%		
4	4	27%		
5 = I definitely agree	1	7%		
No opinion	0	0%		
Total	15	100%		

How much time have you spent on the course in relation to the course's study pace?

	Number of responses	Distribution (%)
Less time than the course study pace	3	20%
Corresponding to the course study pace	11	73%
More time than the course study pace	1	7%
Total	15	100%

The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.

	Number of responses	Distribution (%)
0 = I definitely do not agree	1	7%
1	3	20%
2	4	27%
3	4	27%
4	2	13%
5 = I definitely agree	1	7%
No opinion	0	0%
Total	15	100%

Index (%) The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.

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During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.

	Number of responses	Distribution (%)
0 = I definitely do not agree	1	7%
1	5	33%
2	1	7%
3	4	27%
4	2	13%
5 = I definitely agree	1	7%
No opinion	1	7%
Total	15	100%

Index (%) During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.

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I have experienced the social study environment as good during the course.

	Number of responses	Distribution (%)	Index (%) I have experienced the social study environment as good during the course.	
0 = I definitely do not agree	0	0%	71	
1	0	0%		
2	3	20%		
3	4	27%		
4	5	33%		
5 = I definitely agree	3	20%		
No opinion	0	0%		
Total	15	100%		

Course satisfaction index

Satisfaction index % (summary of all statements)	54
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The seminar on advocacy helped me achieve learning outcomes in the course

The seminar on advocacy helped me achieve learning outcomes in the course	Number of responses	Distribution (%)
I definitely do not agree	0	0%
	0	0%
Neither yes or no	6	40%
	5	33%
I definitely do agree	4	27%
No opinion/did not participate	0	0%
Total	15	100%

The seminar on communication strategies helped me achieve learning outcomes in the course

The seminar on communication strategies helped me achieve learning outcomes in the course	Number of responses	Distribution (%)
I definitely do not agree	0	0%
	0	0%
Neither yes or no	5	33%
	7	47%
I definitely do agree	3	20%
No opinion/did not participate	0	0%
Total	15	100%

The crisis management exercise (seminar 3) helped me achieve learning outcomes in the course

The crisis management exercise (seminar 3) helped me achieve learning outcomes in the course	Number of responses	Distribution (%)
I definitely do not agree	2	13%
	0	0%
Neither yes or no	5	33%
	2	13%
I definitely do agree	5	33%
No opinion/did not participate	1	7%
Total	15	100%

The workshops contributed to learning the practical aspects of the course

The workshops contributed to learning the practical aspects of the course	Number of responses	Distribution (%)
I definitely do not agree	0	0%
	1	7%
Neither yes or no	6	43%
	3	21%
I definitely do agree	3	21%
No opinion/did not participate	1	7%
Total	14	100%