

MK4021 (Strategic Communication and Crisis Communication, VT 2026, Halmstad, V2114, X2111)

Number of possible respondents: 37

Answers: 23

Response rate: 62,16 %

Study pace: 100 %

Examiner's course analysis

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

Most students are overall satisfied with the course, which has provided them with skills for an upcoming career as a communication officer. The most appreciated segment of the course was on crisis management/communication. However, other workshops and seminars have also been appreciated.

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

A few problems have been mentioned:

- The scheduled time for seminar 2 (strategising communication) was too short; more time is needed for all presentations.
- The book on Crisis Communication was only available as an e-book in the library, allowing only three simultaneous readers. This created some problems.
- Some students asked for clearer information on how to prepare for the seminars.

Comments about the collaboration with the course ambassadors

The course ambassadors and the examiner met a few weeks before the course evaluation survey to discuss the pros and cons of the course and set course-specific questions. The course ambassadors and the examiner also met after the survey to analyse the results, and provide further input.

Conclusion and suggestions for course development or already made decisions

Actions until next year:

1. Schedule more time for seminar 2, or break it down into two groups.
2. Ask the library whether it's possible to have more than three readers on the e-book (Crisis Communication) simultaneously, or perhaps buy physical books as well.
3. Review instructions/information on how to prepare for the seminars.

Other comments

The survey was answered by 2/3 of the student population, providing a decent result. According to the course ambassadors, the result closely aligns with their classmates' overall impression of the course.

I am overall satisfied with the course.

	Number of responses	Distribution (%)	Index (%) I am overall satisfied with the course	66
0 = I definitely do not agree	1	4%		
1	1	4%		
2	3	13%		
3	5	22%		
4	11	48%		
5 = I definitely agree	2	9%		
No opinion	0	0%		
Total	23	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	13%
Corresponding to the course study pace	17	74%
More time than the course study pace	3	13%
Total	23	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 (%)	Index (%)	
0 = I definitely do not agree	1	4%	The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.	70
1	0	0%		
2	3	13%		
3	6	26%		
4	9	39%		
5 = I definitely agree	4	17%		
No opinion	0	0%		
Total	23	100%		

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 (%)	Index (%)	
0 = I definitely do not agree	1	4%	During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.	70
1	0	0%		
2	2	9%		
3	8	35%		
4	8	35%		
5 = I definitely agree	4	17%		
No opinion	0	0%		
Total	23	100%		

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%	88	
1	0	0%		
2	1	4%		
3	3	13%		
4	4	17%		
5 = I definitely agree	14	61%		
No opinion	1	4%		
Total	23	100%		

Course satisfaction index

Satisfaction index % (summary of all statements)	73
--	----

In my opinion, the workshops helped me prepare for the course examinations

In my opinion, the workshops helped me prepare for the course examinations	Number of responses	Distribution (%)
I definitely do not agree	1	4%
I slightly disagree	2	9%
I agree	10	43%
I definitely agree	9	39%
No opinion/did not participate	1	4%
Total	23	100%

In my opinion, the seminar on advocacy helped me reach the learning outcomes of this course

In my opinion, the seminar on advocacy helped me reach the learning outcomes of this course	Number of responses	Distribution (%)
I definitely do not agree	0	0%
I slightly disagree	0	0%
I agree	17	74%
I definitely agree	6	26%
No opinion/did not participate	0	0%
Total	23	100%

In my opinion, the seminar on communication strategies helped me reach the learning outcomes of this course

In my opinion, the seminar on communication strategies helped me reach the learning outcomes of this course	Number of responses	Distribution (%)
I definitely do not agree	1	4%
I slightly disagree	2	9%
I agree	12	52%
I definitely agree	8	35%
No opinion/did not participate	0	0%
Total	23	100%

In my opinion, the seminar on crisis communication helped me reach the learning outcomes of this course

In my opinion, the seminar on crisis communication helped me reach the learning outcomes of this course	Number of responses	Distribution (%)
I definitely do not agree	0	0%
I slightly disagree	2	9%
I agree	5	22%
I definitely agree	16	70%
No opinion/did not participate	0	0%
Total	23	100%