

MK6019 (Strategic Communication and Crisis Communication, VT 2024, Halmstad, 22111, V2111)

Number of possible respondents: 31

Answers: 15

Response rate: 48,39 %

Study pace: 100 %

Examiner's course analysis

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

The course has been generally well received by the students and according to the course ambassadors, it has been perceived as a very informative and rewarding course. Working with case studies has been experienced as educational, both in terms of the tasks themselves, collaborating with other classmates, and peer-to-peer learning. The course element of crisis communication was particularly appreciated, with the seminar (crisis exercise), which has also been highlighted in free-text comments. Another aspect that has been emphasized as highly appreciated is that the course includes a teacher who also works as a communication consultant, which is perceived to have motivated many to learn more about the content of the course.

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

There are some free text comments about certain ambiguities between main and sub instructions regarding case studies, as well as the structure of workshops, which should be reviewed. Another aspect highlighted is that group work in some groups has not functioned satisfactorily and that group contracts may be needed to ensure better cooperation. Finally, the element of crisis communication might need to be clearly separated as an individual component rather than running parallel to other elements.

Comments about the collaboration with the course ambassadors

In the course evaluation process, three course ambassadors participated in a preliminary meeting to formulate questions for the course evaluation and provide feedback on the class situation. During this process, we also collectively reviewed instructions for the main case of the course. Two of the course ambassadors participated in analyzing the course evaluation results, providing input on the findings, and suggesting actions.

Conclusion and suggestions for course development or already made decisions

The course seems to have generally worked well, and the content has been perceived as interesting, but a few things should be reviewed before the next iteration:

1. Review how the instructions in the Roadmap and workshop materials align for increased clarity.
2. Establish group contracts for all workgroups.
3. Review the schedule, primarily concerning when in the course the crisis communication and management elements should be introduced.

Other comments

The students find it positive to start the spring term and the English courses with this particular course. The content is strongly linked to what they perceive as their future career. One comment that hasn't been mentioned above is whether there is a possibility to schedule multiple course elements on the same day. This can be considered, but at the same time, it is important to allow time for self-study between teaching days, and there may be a risk of excessively long teaching days if multiple elements are scheduled on the same day.

Gender

	Number of responses	Distribution (%)
Female	12	80%
Male	3	20%
Do not want to define	0	0%
Total	15	100%

I am overall satisfied with the course.

	Number of responses	Distribution (%)	Index (%) I am overall satisfied with the course	69
0 = I definitely do not agree	0	0%		
1	0	0%		
2	2	13%		
3	5	33%		
4	7	47%		
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	2	13%
Corresponding to the course study pace	10	67%
More time than the course study pace	3	20%
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 (%)	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.	65
0 = I definitely do not agree	0	0%		
1	0	0%		
2	3	20%		
3	6	40%		
4	5	33%		
5 = I definitely agree	1	7%		
No opinion	0	0%		
Total	15	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 (%) During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.	
0 = I definitely do not agree	0	0%	75	
1	0	0%		
2	0	0%		
3	8	53%		
4	3	20%		
5 = I definitely agree	4	27%		
No opinion	0	0%		
Total	15	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	1	7%	64	
1	0	0%		
2	1	7%		
3	6	40%		
4	5	33%		
5 = I definitely agree	1	7%		
No opinion	1	7%		
Total	15	100%		

Course satisfaction index

Satisfaction index % (summary of all statements)	68
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The crisis communication exercise (Seminar 2) gave me the opportunity to show achievement on learning objectives concerning crisis management and communication.

The crisis communication exercise (Seminar 2) gave me the opportunity to show achievement on learning objectives concerning crisis management and communication.	Number of responses	Distribution (%)
1 = Strongly disagree	0	0%
2	1	7%
3	3	20%
4	7	47%
5 = Totally agree	4	27%
No opinion/did not participate	0	0%
Total	15	100%

The seminar on advocacy (Seminar 1) contributed to my learning during this course.

The seminar on advocacy (Seminar 1) contributed to my learning during this course.	Number of responses	Distribution (%)
1 = Strongly disagree	0	0%
2	0	0%
3	7	47%
4	6	40%
5 = Totally agree	2	13%
No opinion/did not participate	0	0%
Total	15	100%

The workshops on communication planning (2 workshops in total) contributed to my learning and understanding during this course

The workshops on communication planning (2 workshops in total) contributed to my learning and understanding during this course	Number of responses	Distribution (%)
1 = Strongly disagree	0	0%
2	2	13%
3	3	20%
4	7	47%
5 = Totally agree	3	20%
No opinion/did not participate	0	0%
Total	15	100%

The case work (main cases) contributed to my learning and understanding during the course

The case work (main cases) contributed to my learning and understanding during the course	Number of responses	Distribution (%)
1 = Strongly disagree	0	0%
2	2	13%
3	2	13%
4	8	53%
5 = Totally agree	3	20%
No opinion	0	0%
Total	15	100%

Evaluate your learning: Your understanding of or knowledge about strategic thinking and applied communication theory before vs after this course

My understanding of strategic thinking and applied communication theory BEFORE this course

My understanding of strategic thinking and applied communication theory BEFORE this course	Number of responses	Distribution (%)
1 = I had/have no understanding of these concepts	1	7%
2 = I had/have some understanding of these concepts	8	53%
3 = I had/have a moderate understanding of these concepts	5	33%
4 = I had/have a good understanding of these concepts	0	0%
5 = I had/have a very good understanding of these concepts	1	7%
No opinion	0	0%
Total	15	100%

My understanding of strategic thinking and applied communication theory AFTER this course

My understanding of strategic thinking and applied communication theory AFTER this course	Number of responses	Distribution (%)
1 = I had/have no understanding of these concepts	0	0%
2 = I had/have some understanding of these concepts	0	0%
3 = I had/have a moderate understanding of these concepts	4	27%
4 = I had/have a good understanding of these concepts	8	53%
5 = I had/have a very good understanding of these concepts	3	20%
No opinion	0	0%
Total	15	100%