



## Communication theory and strategy MX0140, 20042.1920

15 Hp

Pace of study = 100%

Education cycle = Advanced

### Evaluation report

---

**Evaluation period: 2020-01-12 - 2020-02-02**

Answers 9

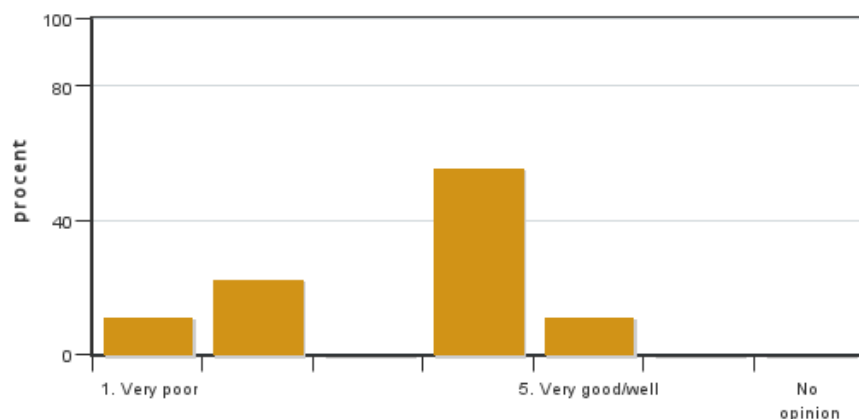
Number of students 32

Answer frequency 28 %

### Mandatory standard questions

---

#### 1. My overall impression of the course is:

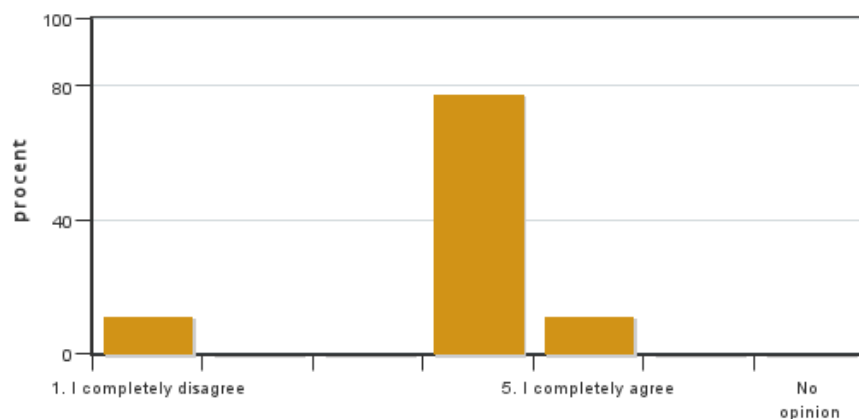


Answers: 9  
Medel: 3,3  
Median: 4

1: 1  
2: 2  
3: 0  
4: 5  
5: 1

No opinion: 0

#### 2. I found the course content to have clear links to the learning objectives of the course.

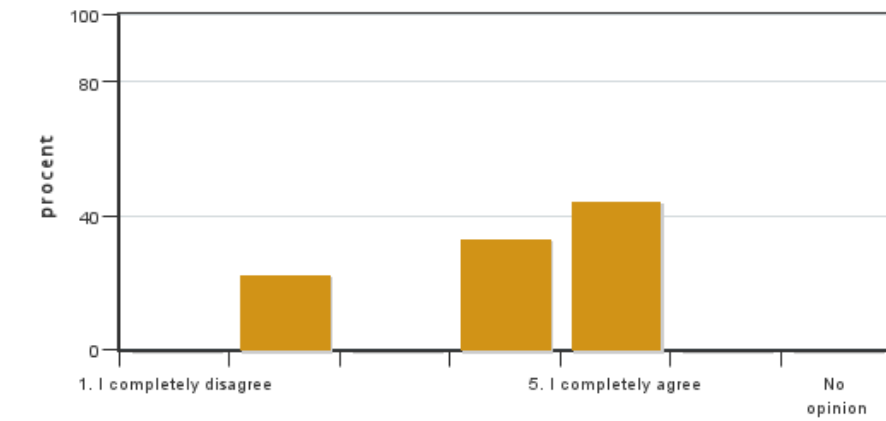


Answers: 9  
Medel: 3,8  
Median: 4

1: 1  
2: 0  
3: 0  
4: 7  
5: 1

No opinion: 0

#### 3. My prior knowledge was sufficient for me to benefit from the course.

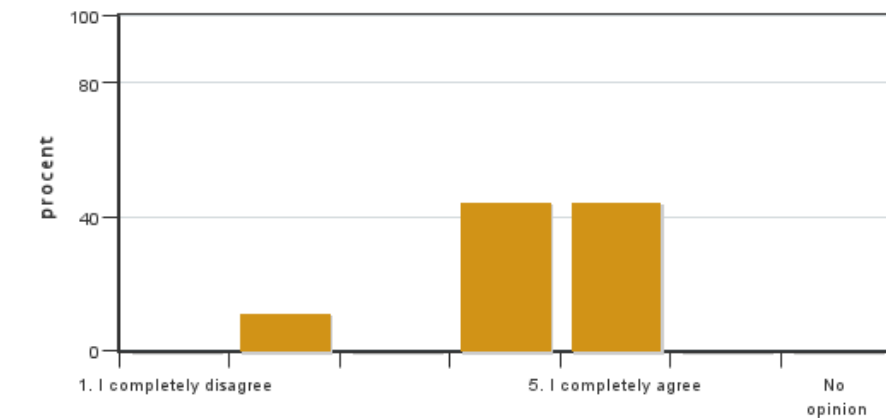


Answers: 9  
Medel: 4,0  
Median: 4

1: 0  
2: 2  
3: 0  
4: 3  
5: 4

No opinion: 0

**4. The information about the course was easily accessible.**

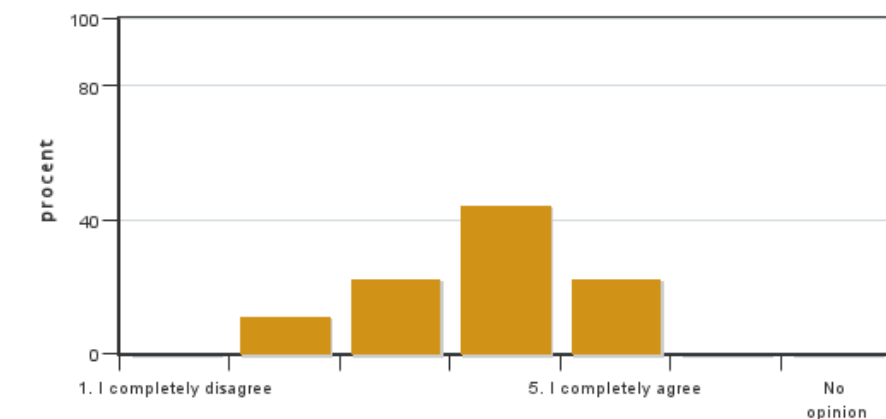


Answers: 9  
Medel: 4,2  
Median: 4

1: 0  
2: 1  
3: 0  
4: 4  
5: 4

No opinion: 0

**5. The various course components (lectures, course literature, exercises etc.) have supported my learning.**

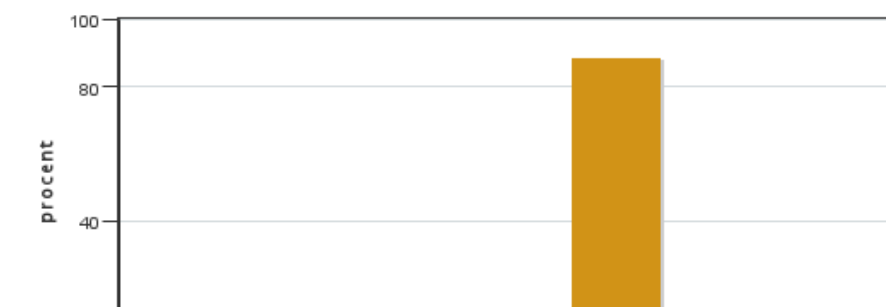


Answers: 9  
Medel: 3,8  
Median: 4

1: 0  
2: 1  
3: 2  
4: 4  
5: 2

No opinion: 0

**6. The social learning environment has been inclusive, respecting differences of opinion.**



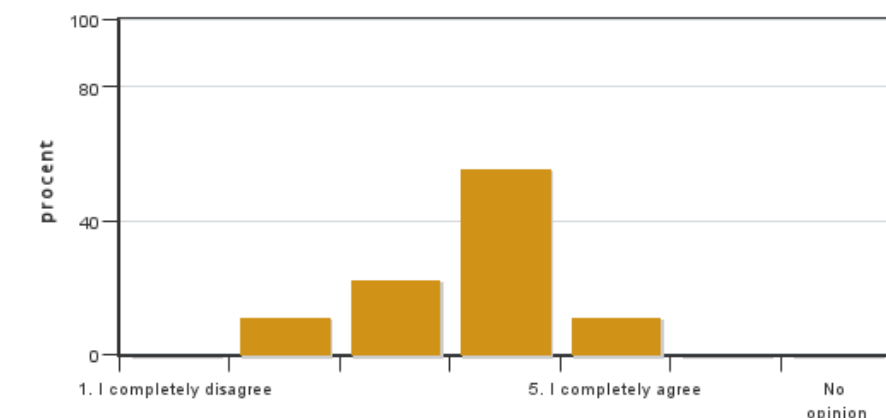
Answers: 9  
Medel: 4,8  
Median: 5

1: 0  
2: 0  
3: 1  
4: 0  
5: 8

No opinion: 0



**7. The physical learning environment (facilities, equipment etc.) has been satisfactory.**

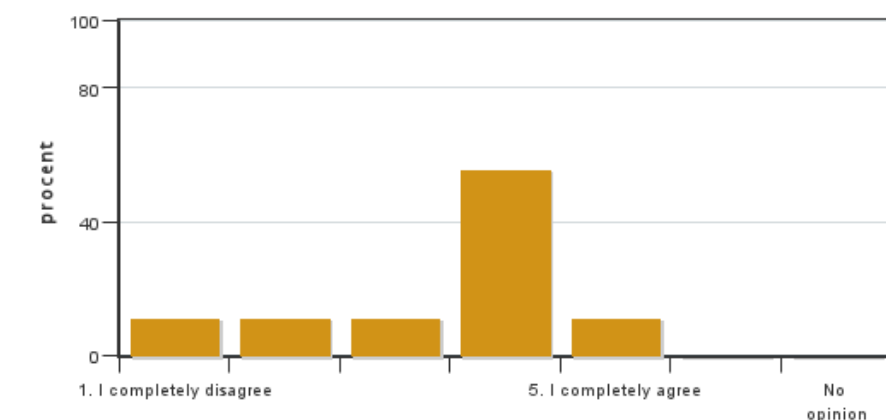


Answers: 9  
Medel: 3,7  
Median: 4

1: 0  
2: 1  
3: 2  
4: 5  
5: 1

No opinion: 0

**8. The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).**

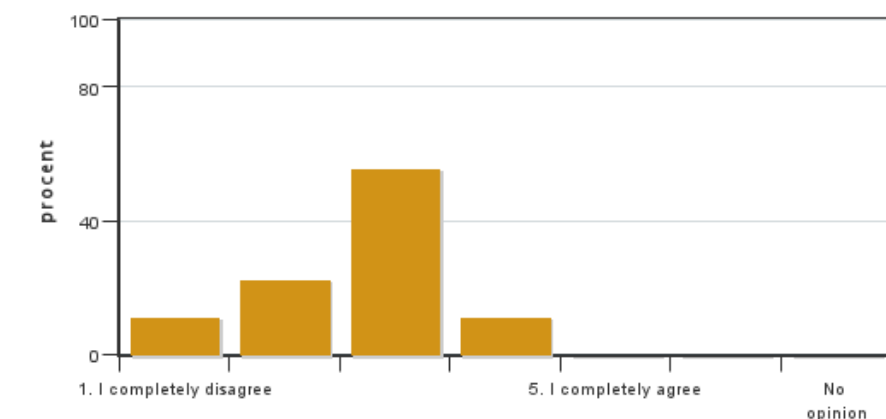


Answers: 9  
Medel: 3,4  
Median: 4

1: 1  
2: 1  
3: 1  
4: 5  
5: 1

No opinion: 0

**9. The course covered the sustainable development aspect (environmental, social and/or financial sustainability).**

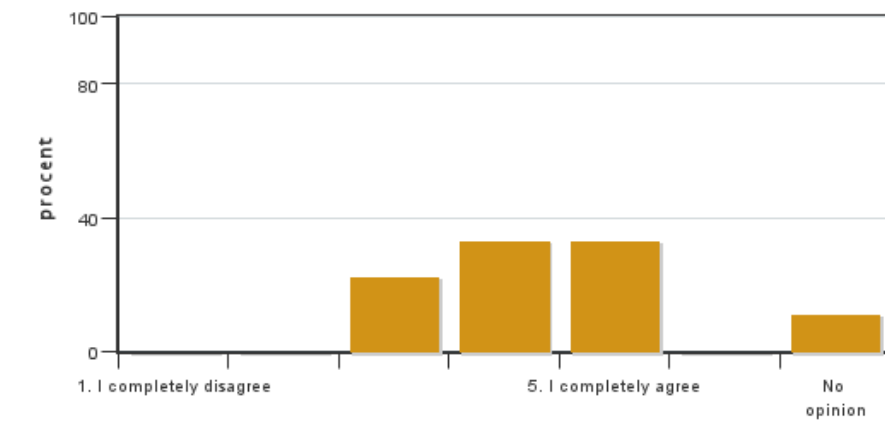


Answers: 9  
Medel: 2,7  
Median: 3

1: 1  
2: 2  
3: 5  
4: 1  
5: 0

No opinion: 0

**10. I believe the course has included a gender and equality aspect, regarding content as well as teaching practices (e.g. perspective on the subject, reading list, allocation of speaking time and the use of master suppression techniques).**

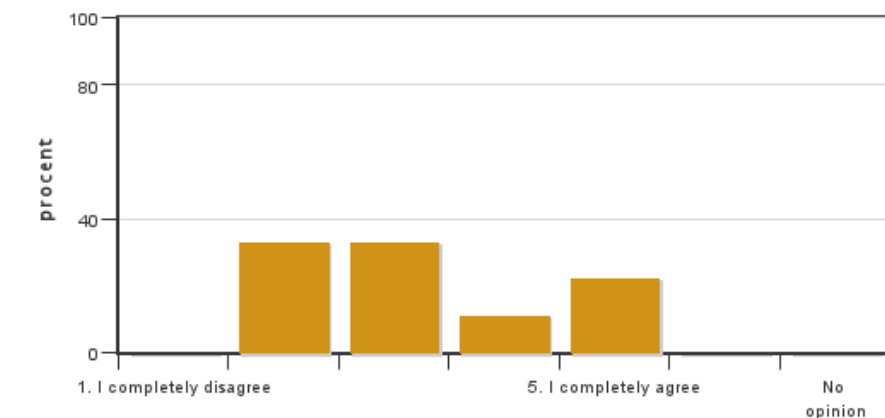


Answers: 9  
Medel: 4,1  
Median: 4

1: 0  
2: 0  
3: 2  
4: 3  
5: 3

No opinion: 1

#### 11. The course covered international perspectives.

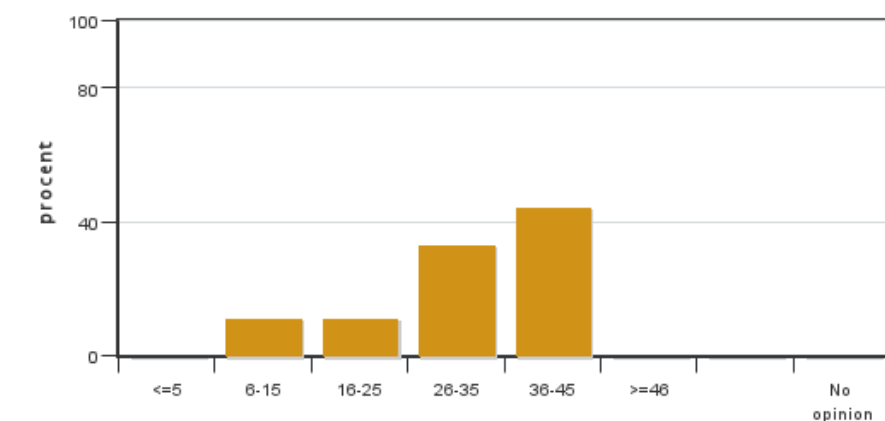


Answers: 9  
Medel: 3,2  
Median: 3

1: 0  
2: 3  
3: 3  
4: 1  
5: 2

No opinion: 0

#### 12. On average, I have spent ... hours/week on the course (including timetabled hours).



Answers: 9  
Medel: 31,1  
Median: 26-35

≤5: 0  
6-15: 1  
16-25: 1  
26-35: 3  
36-45: 4  
≥46: 0

No opinion: 0

## Course leaders comments

Teacher comments **MX0140 Communication & Strategy**

### General comment

Unfortunately only 9 out of 32 students filled the online evaluation, despite our encouragement to contribute with feedback. At the last day of the course we had an oral evaluation where almost all students participated actively. Therefor we have more information than what is seen in the electronic evaluation. The teachers have also met the student representatives (a group of three students) after the course to discuss the course.

Worth mentioning is also that this was the first time the course was held in its current form and given in period 2 of the master program. This placement of the course rather early in the program made us do some changes in the course. However the teachers' major lesson is that more adjustments need to be done in order to prepare the students better for the demands of the course.

**“My overall impression of the course was.”**

This score is OK, but not good. Unclear whether it really reflects the mean value of all students. Main critique as we have heard is the balance between the theory and the strategy part, where the students would like more structure, guidance and teacher-led exercises on the strategy part. Previous years, the weakness has been on poor linkage between these two parts of the course, whereas this year, when that was strengthened, we see a desire for more focus on the strategy part and in general for more practice orientation. That might be an effect of that the course now is placed in the program when the students are rather new to the field of environmental communication and need a clear link to the context and at the same time the master thesis work still is far ahead so they do not feel the urge to focus on theoretical development.

**“I found the course content to have clear links to the learning objectives of the course.”** Students are rather pleased, but ask for the strategy part to be strengthened.

**“My prior knowledge was sufficient for me to benefit from the course.”** average 4/5

The students in general felt they were well prepared. The only comment – that they had not enough preparation for the strategy assignment – will be addressed by extra lecture and preparations of smaller but concrete exercises.

**“The information about the course was easily accessible.”**

The students were pleased with the access to information.

**“The various course components (lectures, course literature, exercises etc.) have supported my learning.”**

This seems to have worked out well. As mentioned above, some more, short exercises can be added to support the translation of the strategy literature to practice.

**“The social learning environment has been inclusive, respecting differences of opinion.”**

This score is very good. We will continue to cultivate this atmosphere.

**“The physical learning environment (facilities, equipment etc.) has been satisfactory.”**

We think this will easily be improved for next time with better and less spread lecture rooms over campus, since we can make the bookings at the same time as other courses now when the course is not lagging behind in its planning.

**“The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).”**

Rather positive comments, but see comment above about the preparation of the strategy assignment.

**“The course covered the sustainable development aspect (environmental, social and/or financial sustainability).”**

This might be strengthened in examples, and is already quite emphasised in the strategy part. In the theoretical part we see it more difficult to include that aspect when the learning goals are about communication traditions, but potentially to exemplify the communication traditions with how they are used in environmental communication research.

**“The course covered international perspectives.”**

This aspect we have worked on strengthening in the selection of research articles to choose from.

**“On average, I have spent ... hours/week on the course (including timetabled hours).”**

-

**“I believe the course has included a gender and equality aspect, regarding content as well as teaching practices (e.g. perspective on the subject, reading list, allocation of speaking time and the use of master suppression techniques).”**

This aspect we have worked on emphasising the literature by women authors to balance the abundance of men authors of especially the old texts. The teacher team has had a great majority of women teachers, and the student group only consisted of around 20% men.

## **Student representatives comments**

---

General recap:

9 out of 32 students filled the online evaluation (28%)

- too much theory (x2)
- theory not enough applied to the discipline of EC (x2)
- deadlines of the 2 assignments too close to each other (x1)
- not enough strategy/ not enough prep for the strategy assignment (x6)
- seminars were really appreciated overall (x3)but need more facilitating for inclusiveness of shier students (x1)

**“My overall impression of the course was.”** average 3.3/5

- learnt a lot
- interesting
- too much theory (mentioned x2)
- not enough time for the review essay
- poorly linked to environmental aspects
- strategy assignment not relevant to course content

Suggestions:

- at least one introductory course for communication strategy before the guest lectures.
- more time on the interview project
- “use the interviews more”

**“I found the course content to have clear links to the learning objectives of the course.”** average 3.8/5

- need more focus on the strategy part
- theory part well-designed
- need an overview lecture about the strategy before the student presentations
- “i didn't get anything useful from student presentations”

**“My prior knowledge was sufficient for me to benefit from the course.”** average 4/5

- not enough preparation for the strategy assignment

**“The information about the course was easily accessible.”** average 4.2/5

**“The various course components (lectures, course literature, exercises etc.) have supported my learning.”**  
average 3.8/5

- good course structure (seminars, ...) (mentioned x3)
- positive: BSSC, interview project, application articles, seminars; negative: book's readings, some lectures...

Suggestions:

- similar seminar sections for the strategy part

**“The social learning environment has been inclusive, respecting differences of opinion.”** average 4.8/5

- some students expressed that the seminar don't leave enough space for their questions (need more facilitation)

**“The physical learning environment (facilities, equipment etc.) has been satisfactory.”** average 3.7/5

- seminar rooms rarely adapted to the format of the discussion

**“The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).”** average 3.4/5

- deadlines of the 2 assignments too close to each other
- review essay relevant but not the strategy essay

**“The course covered the sustainable development aspect (environmental, social and/or financial sustainability).”** average 2.7/5

Suggestion:

- theories that have been drafted for EC instead of old texts that we struggle with

**“The course covered international perspectives.”** average 3.2/5

**“On average, I have spent ... hours/week on the course (including timetabled hours).”** average 31.1h/week

**“I believe the course has included a gender and equality aspect, regarding content as well as teaching practices (e.g. perspective on the subject, reading list, allocation of speaking time and the use of master suppression techniques).”** average 4.1/5?