

# FLEKSIBELT OG LÆRERIGT PROJEKTORIENTERET FORLØB

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# PROJEKTORIENTERET FORLØB

## Project-based Internship within Corporate Communication

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### Kvalifikationsbeskrivelse

The purpose of the project-based study is to enable the student to connect practical problems to the theories, models, concepts and methods within corporate communication that have been introduced during the first two semesters of the programme. The project-based study thus provides the student with the qualifications needed to reflect on and discuss the implications of theories for practice and the implications of practice for theory. Corporate communication is broadly defined as encompassing e.g. corporate branding, CSR communication, crisis communication, employer branding, investor communication, change communication, stakeholder communication, advertising and marketing communication, HR communication and the strategic management of communication processes. Please note that the student is required to carry out independent literature searches to supplement the curricula from previous semesters in relation to the specific problems identified during the project-based study.

## PORTFOLIO

1. Beskrivelse af arbejdsopgaver/kobles til virksomhedskommunikation
2. Refleksion: teori → praksis
3. Refleksion: praksis → teori
4. Forskningsdesign

# FORLØBET

## FORMÅL/UDFORDRING

- At fastholde de studerende som studerende under 'praktikken'
- At understøtte læring og refleksion i forhold til kobling af teori og praksis

## STRUKTUR

- To seminarer
- Online aktiviteter
- Individuel vejledning



[WELCOME to the project-based study within corporate communication](#)



[Overview: e-tivities in the project-based study seminars](#)



[Work groups \(overview\)](#)



[E-tivity resources](#)

The resources you need to complete the e-tivities planned for each seminar



[Seminar materials](#)

Worksheets, slides and other seminar materials



[Literature](#)

Texts that you are encouraged to read in connection with the seminars



[Supervisor list](#)

# SEMINAR 1: OM AT VÆRE I PRAKTIK

## Seminar 1: Friday September 8<sup>th</sup> kl. 8:15-10:00

The purpose with seminar 1 is to introduce you to what it means to do an educational stay; that is, to balance the role of employee with the role of researcher. In addition to our focus on this double role, you will be introduced to the exam portfolio that you are to write during your educational stay.

Prior to the seminar, you are to carry out 3 preparatory e-tivities or online activities. The activities are to 1) introduce yourself to your fellow students 2) help you gain a greater understanding of the portfolio as an exam genre in relation to structural and content requirements and 3) enable you to carry out preliminary considerations on the content in your own portfolio and thereby the material that you will need to collect during your educational stay. This is relevant in connection with the first assignment in the portfolio as well as a prerequisite for the subsequent activities.

The activities form the basis for discussions during the seminar.

Name	E-tivity 1.0: Welcome
Intro	During the project-based study you have the opportunity to discuss your concrete experiences and challenges with your fellow students on Blackboard using group blogs.
Purpose	To introduce you to your group blog and to your group members.
Deadline	September 6 <sup>th</sup>
Format	Socialisation exercise
Resource	Group blog
Task	Log on to Blackboard and find your group (which group you belong to will be listed). Go to your group blog and post as short entry. Your entry must contain a brief presentation of yourself and the organisation where your educational stay takes place.
Estimated time consumption	10 minutes
Next step	Read the entries posted by your fellow group members

## E-tivity 1.0. Welcome

- blogindlæg
- socialisering



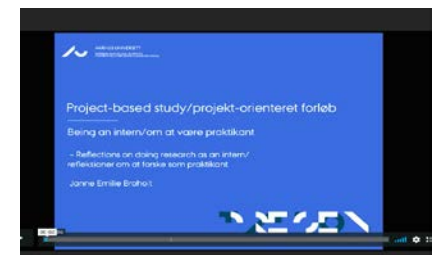
## E-tivity 1.1. Introduction to the portfolio

- audioslide
- forberedelse og refleksion



## E-tivity 1.2. Doing an internship

- film + blogindlæg (plan)
- forberedelse til seminardiskussion

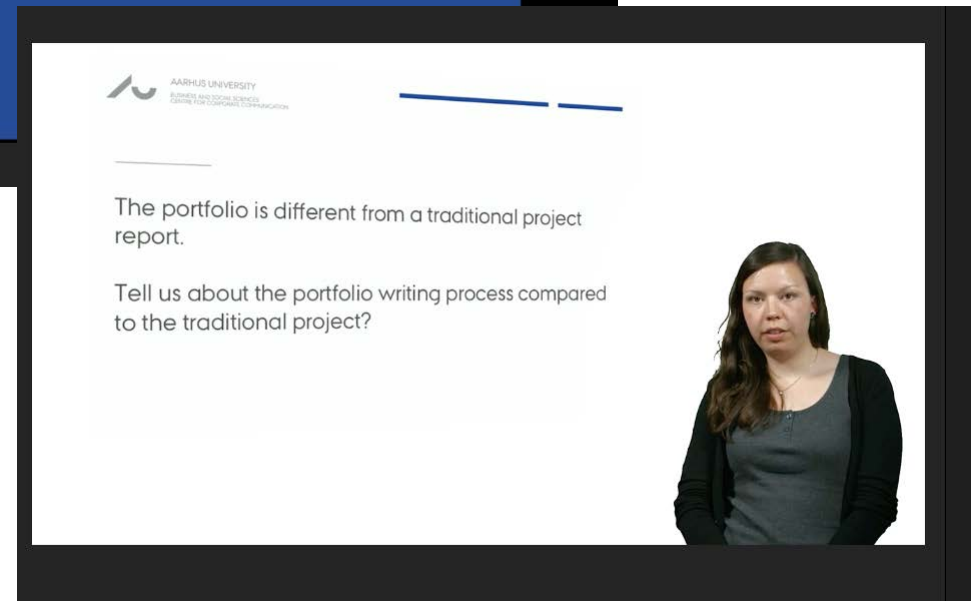
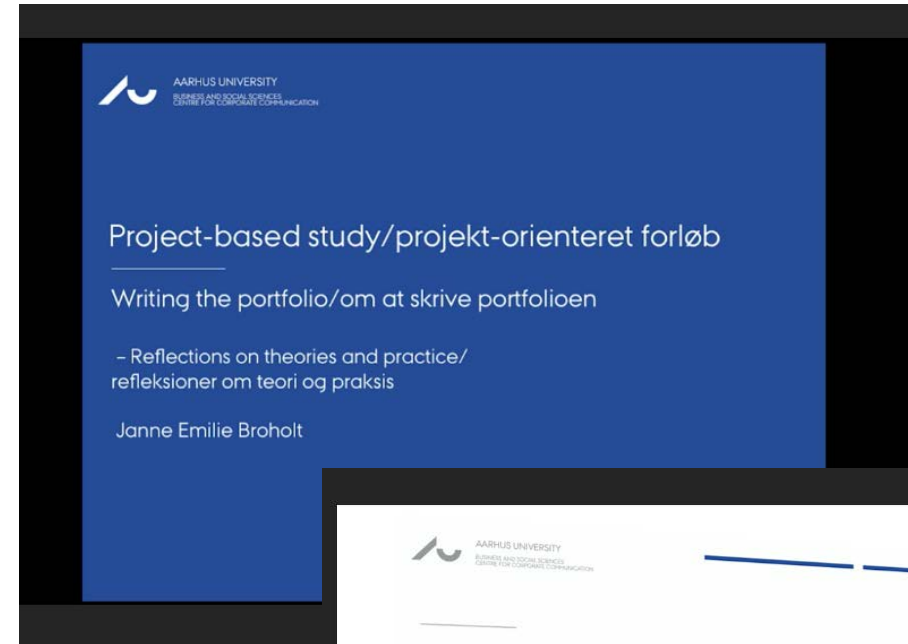
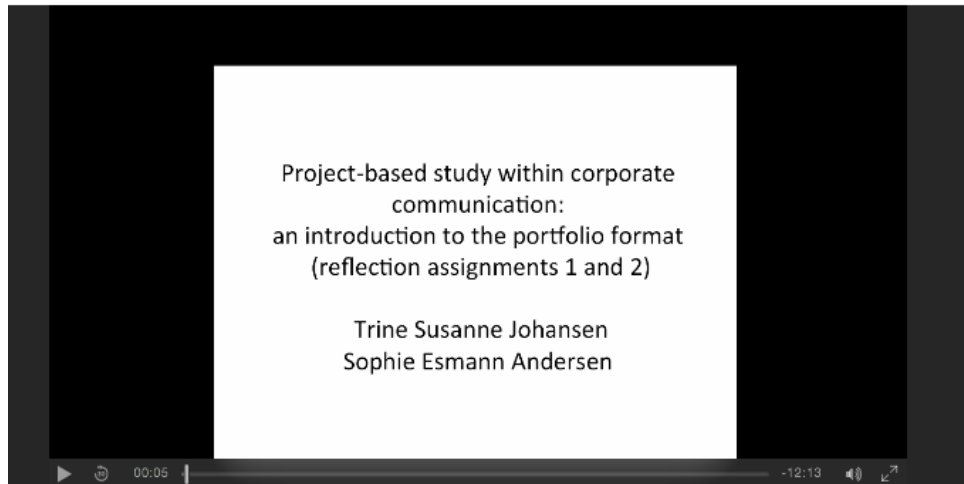


# SEMINAR 2: TEORI/PRAKSIS

## E-tivity 2.1. To reflect on theory and practice

- o audioslide + film + blogindlæg
- o refleksion og forberedelse

on assignments 1 and 2) (seminar 2)



<b>Name</b>	E-tivity 3.1: The good research question
<b>Intro</b>	The activity functions as a preparation for your individual supervision and has three elements: reading a text, contributing to an online wiki on “the good research question”, and the formulation of a (tentative) research problem/issue. How do you ask the good research question? And how do you ensure that the question you ask can be answered through your research design?
<b>Purpose</b>	To qualify you for formulating your own research questions through a joint online reflection on what characterises “the good research question”
<b>Deadlines</b>	Deadline for wiki: Monday October 2 <sup>th</sup> kl. 12:00 (noon) Deadline for tentative identification of problem/issue: first individual supervision
<b>Format</b>	Online wiki
<b>Resource</b>	Text: Bryman (2012: ch. 4)
<b>Task</b>	Based on the Bryman-text, you are to contribute to the formulation of an online wiki on “the good research question”: <ul style="list-style-type: none"> <li>a) open the group wiki under your group</li> <li>b) read through any previous contributions</li> <li>c) edit the wiki and add min. 2 points from the text, which are not already part of the wiki, that you consider to be relevant in the characterisation, formulation and evaluation of the good research question</li> </ul> <p>Based on the wiki and your experiences and observation notes from the educational stay, you are to identify a tentative problem/issue based on which you can generate a research question (perhaps based on reflection assignment 1 and/or reflection assignment 2). These are to be discussed with your supervisor.</p>
<b>Next step</b>	Individual supervision

## E-tivity 3.1. The good research question

- Læsning + wiki
- Refleksion + forberedelse



# ERFARINGER

## FORDELE MED ONLINE MATERIALE

- betyder mere tid til diskussion og refleksion
- giver fleksibilitet i forhold til praktikperioden
- gør det muligt for den studerende at vende tilbage
- fungerer som hjælp til vejlederne

## UDFORDRINGER MED ONLINE MATERIALE:

- fungerer bedst, når det tænkes ind faget
- kræver en del ressourcer (både til opstart og til vedligehold)
- ses af nogle studerende som 'overflødigt'