

Course syllabus for

PM2: Research Communication Step 2 – Promoting research

Syllabus adopted 2021-08-18 by Professor Bengt-Göran Rosén, Produktion2030 Head of Education



Credits	2 hec
Grading scale	Satisfactory/not satisfactory
Education cycle	Third-cycle
Examiner	Prof. Bengt-Göran Rosén, Halmstad University
Eligibility	PM1: Research Communication Step 1 – Eye opener
Aim	The course is focused on practice and also to teach you how answer difficult questions and how to avoid getting cornered by tricky questions. Our communication target group for these sessions are still non experts, since most researchers many times don't know how to reach financiers, collaborating partners or decisionmakers.
Intended learning outcomes	<p>After completion of the course you should be able to</p> <ul style="list-style-type: none"> • Create a message bank for your research • Design a communication strategy to uphold good communication • Identify critical questions regarding your research, prepare well thought out answers, and deliver the answers during an interview
Course content	This course is focused on practical training, to do interviews over and over until the participant have learned the difficulties in how

to perform and convey prepared messages and also how to answer difficult questions about their research. You will also get a short theory repetition. The created messages should be newsworthy, interesting and comprehensible.

Course organisation

This is a two-half day course. The idea is that you, between day one and two, have time to prepare and improve your interview communication. You will get tools on how to work with communication strategy and also more tools on how to avoid getting cornered by tricky questions.

As a preparation you and the course leader will prepare messages for the course interview.

Examination

A successful completion of this course will be judged on the following:

- A written press release about your research
- A conducted interview with a journalist asking critical questions regarding your research

Literature

Material to be provided during the course.