

Course syllabus for

## PM2: Research Communication Step 2 - Advanced

Syllabus adopted 2020-08-26 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	Research Communication, Step 1 - Fundamental
Aim	The course aims to sharpen the participants' communication tools and skills to be convincing and successful in trying to reach different target groups, especially non-experts, with their research.
Intended learning outcomes	<p>After completion of the course the course participant should be able to</p> <ul style="list-style-type: none"> <li>• create a special message bank for their research</li> <li>• design a communication strategy for the research</li> <li>• prepare and successfully handle presentations and interviews.</li> </ul>

COORDINATOR:



FOUNDERS:



With support from



Course content	<p>The course address how to communicate research. The big difference from the fundamental training is that this course sets the final goals much higher. For starters you will get help beforehand from the course leader to create suitable messages for your communication. These are to be used in different situations as presentations, interviews and so on. The messages should be newsworthy, interesting and comprehensible. Another big difference is that there's only a short theoretical repetition, so most of the time we spend on communication training. We use interviews and a camera to record and analyze. Hopefully we can do it over and over until your performance is trustworthy. You will also get some theory about presentation skills.</p>
Course organisation	<p>This is a two half days course beginning day one at 11 a.m. until 18.00 p.m. Day two is from 09.00 a.m. until 14.00 p.m. The idea, in this case, is that the participants between the two days should have a walk through of a presentation to perform the second day.</p>
Examination	<p>A successful completion of this course will be judged on the following:</p> <ul style="list-style-type: none"><li>• write an approved press release about their research</li><li>• perform an approved interview/presentation about their research</li></ul>
Literature	<p>Material to be provided during the course.</p>