Department of Computer and Systems Sciences

Stockholm University

Education plan

for

Bachelor Programme in Market Communication and Information Technology
Kandidatprogram i marknadskommunikation och IT

180.0 Higher Education Credits
180.0 ECTS credits

Programme code:	SMARK
Valid from:	Autumn 2010
Date of approval:	2009-10-08
Department:	Department of Computer and Systems Sciences

Decision

This program syllabus is approved by the Faculty of Social Sciences at Stockholm's University

Prerequisites and special admittance requirements

Swedish upper secondary school courses Social Sciences A, or equivalent.

Programme structure

During year 1 and 2, basic courses in theory and methodology for the analysis, design, construction and use of IT based systems for marketing communication, consumer behavior, market analysis and management are given.

During year 3, courses of 45 ECTS that provide specialized knowledge about the integration of marketing communication and IT are given. The student shall also carry out thesis work encompassing 15 ECTS during the third year.

Goals

Knowledge and skills
The student is expected after a completed education to:
- have basic knowledge of information technology (IT) and communication science

- have basic knowledge of theory and methodology for the analysis, design, evaluation, construction and use of IT-based systems for marketing communication

Skills and abilities
The student is expected after a completed education to able to:
- use, analyze, evaluate, design and construct IT-based systems for marketing communication

- be responsible for projects and operations in marketing communication that involve the use of IT, for example as a media producer or production manager

- analyze consumer behavior

- carry out market analyses and design marketing plans

- produce different media expressions (visual, auditive, etc.) for marketing communication with help of IT based media technology

- creatively apply his/her knowledge to new problems

Assessment ability and approach
The student is expected after a completed education to:
- assimilate new knowledge

- critically inspect IT-based solutions for marketing communication problems

- be able to assess ethical aspects and consequences of projects marketing communication and IT

- be able to identify his/her need of additional knowledge and be able to develop his/her competence

Additionally, there are the following general educational objectives:

- to give a scientific base within the main field of study to allow for studies at an advanced level as well as prepare for professional work in the field.

- to develop the students ability to search and assess knowledge in the main field

- to give basic skills in oral and written communication

- to give the student the ability to effectively apply his/her knowledge and skills in a modern and global working life.

Courses
Basic course in IT and communication science, 30 ECTS, semester 1-2

Continuation course in IT and communication science, 22.5 ECTS, semester 1-2

Introduction to marketing communication, 7.5 ECTS, semester 1-2

Consumer behavior and marketing communication, 15 ECTS, semester 3-4

Market analysis (method), 15 ECTS, semester 3-4

Communication economics/management, 15 ECTS, semester 3-4

Integrated marketing communication, 15 ECTS, semester 3-4

Additional course in marketing communication and IT, 45 ECTS, semester 5-6

Thesis work, 15 ECTS, semester 6

Degree
The program leads to a bachelor degree in one the main fields of computer and systems science and applied communication science.

Misc
The program is given jointly by the Department of computer and systems sciences and the department of applied communication science – GI and IHR at Stockholm’s University.