

Education plan

for

Master's Programme in Consumer & Business Marketing
Masterprogram i Consumer & Business Marketing

120.0 Higher Education
Credits
120.0 ECTS credits

Programme code: SCBMO
Valid from: Autumn 2011
Date of approval: 2009-11-05
Changed: 2011-05-24
Department: Stockholm Business School

Decision

This programme syllabus was approved by the Social Sciences Faculty Board on 2009-11-05, revised 2011-05-24.

Prerequisites and special admittance requirements

A bachelor's degree in the social sciences or humanities and Swedish upper secondary school course English B, or equivalent.

Programme structure

The programme is given by Stockholm University School of Business.

A management team as well as a head of programme is appointed by the School of Business. The head of programme chairs the management team. The main task of the management team is to coordinate courses and ensure the academic quality of the programme.

General information

The programme requires 120 HE credits over two years. All courses are on the graduate level.

The programme is based in the social sciences with a particular focus on marketing. The programme integrates different social science perspectives to understand contemporary phenomena and their impact on markets and organisations.

The language of instruction is English.

Some of the courses included in the programme are available to students in other programmes as well. This means that students from different programmes may take classes together.

Main programme structure

The first two semesters will provide students with broad competence in the area of marketing. During the third semester students take elective courses within their particular fields of interest. During the fourth and final semester students will carry out an independent research project.

The first three semesters will include a series of seminars – Master Class – which aims to support an ongoing dialogue about the ideas covered by the programme. In order to communicate the scholarly level required in the examinations, the beginning of the programme focuses on scholarly approaches in marketing.

Semester 1

The first semester consists of four compulsory courses that will provide a broad knowledge of marketing. After an introductory course which provides a theoretical orientation in the subject, the next course focuses on how economical, political and technological changes affect markets and organisations and how these changes further affect the conditions of consumption, management and work. The last two courses this semester cover management and marketing communication both from a business and a consumer perspective.

Semester 2

The second semester includes three compulsory courses and one elective course. The courses focus on understanding alterations in markets as well as management issues. The initial course deals with marketing in high-technology enterprises. Subsequently follows a course that provides understanding of the consumption society. After that students can either take a part time course that deals with the changes that increasing globalization can have on the marketing activities of companies, or a part time course that deals with the tactical management issues that are specific to marketing operations. Parallel to this runs an obligatory course in qualitative method.

Semester 3

The third semester consists of elective courses in business administration. The courses deal with current trends and themes in marketing and relationships between business and other organisations. The courses offered may vary between semesters. It is also an option to study abroad this semester, or to take relevant courses in other subjects than business administration.

Semester 4

The master's dissertation in business administration (30 HE credits) concludes the programme. The first part of this semester introduces students to the tools of social science research methods and to core concepts in the philosophy of science.

Elective courses and study abroad

Upon application students may substitute courses in the programme for other courses in Sweden or abroad.

Goals

The overall aim of the programme is to prepare students for professional management careers, both in Sweden and internationally, as well as to prepare students for doctoral studies in business administration.

Upon completion of the programme students are expected to have achieved the following:

Knowledge and understanding

- demonstrate the necessary insight and understanding to be able to adequately integrate and use their knowledge of business administration in the field of marketing
- demonstrate advanced insight into current research and development work in the field covered by the programme
- demonstrate advanced knowledge of how to apply critically oriented research approaches to the field the programme covers
- demonstrate advanced knowledge of the changeability of markets and businesses and their impact on both marketing and society.

Skills and abilities

- be able to independently obtain, critically assess and integrate information in order to analyse and work out as well as implement solutions to complex problems in the field of marketing
- demonstrate the ability to critically, independently and creatively identify and formulate questions of importance to the field covered by the programme
- be able to take part in research and development work or independently contribute to the development of advanced knowledge
- in the marketing field communicate – in oral written English - with various groups and clearly explain scholarly conclusions as well as the underlying knowledge and arguments
- cooperate with others in hands-on problem solving, both in national and international contexts.

Judgement and approach

- demonstrate awareness of societal and ethical aspects of importance to the field of marketing.
- distinguish between research results, established practice and personal values in the field the programme covers
- have insights into the possibilities and limitations of knowledge as well as the responsibility of the individual for how to use it in various contexts

-demonstrate the ability to identify their own need for further knowledge and take responsibility for their knowledge development.

Courses

In this section the courses included in the programme are specified. Each course mentioned here has a separate course syllabus establishing the main content of the course, the expected learning outcomes, course structure, examination formats and grading criteria.

Semester 1

This semester consists of four compulsory courses on graduate level:

-Marketing Theory, 7.5 HE credits

The course covers the main theoretical fields in the subject area of marketing. The focus is mainly on current theory but the course also briefly presents how marketing theory has evolved historically.

-Markets, Organizations & Networks, 7.5 HE credits

This course distinguishes between markets, organisations and networks, three fundamental systems through which individual and collective action is coordinated. This conceptual frame-work is used to analyse how changes in society impact markets, organisations, leadership and work.

-Expressive Communication Strategies, 7.5 HE credits

This course aims at developing students' theoretical knowledge of and conceptual and methodological skills in expressive communication strategies in various types of organisations. Students should also gain an overall understanding of what characterises expressive communication strategies and how they impact the markets.

-Brands: A Cultural Perspective, 7.5 HE credits

This course analyses the various roles of brands. Brands are not viewed merely as management tools, but also as cultural resources that consumers use to orient themselves and create meaning in their everyday lives as well as in society at large.

Semester 2

This semester consists of three compulsory courses on graduate level and two elective courses. The compulsory courses included in the programme deals with the following issues:

-Technology Marketing, 7.5 HE credits

The course focuses on the marketing of high-technology products and innovations. What are the specific challenges and opportunities in this context and what are the effects on marketing?

-Consumer Culture Theory, 7.5 HE credits

This course studies global consumer cultures. It focuses on the dialectical process where businesses and consumers create meaning and how increasingly globalised markets affect these processes.

Qualitative Method, 7.5 HE credits

The course focuses on qualitative methods, i.e how to perform qualitative investigations. The emphasis is on analysis of qualitative data but data collection as well as similarities and dissimilarities between qualitative and quantitative methods will also be dealt with.

In addition to the above mentioned courses one of the following courses is done:

-Marketing and Management in a Globalized World, 7.5 HE credits

This course focuses on the challenges of increasingly globalised markets as regards marketing strategies and management. How can a business adapt so that it may function well in several cultural contexts and how are the different competitive situations in different cultures best addressed?

-Marketing Management, 7.5 HE credits

Marketing is a theoretical subject as well as a practice. This course addresses how theoretical models dealing with strategic challenges can be used to develop action plans in marketing intensive businesses.

Semester 3

The third semester consists of elective graduate level courses in business administration for a total of 30 HE credits. Alternatively students may take courses in other subjects relevant to the specialisation of the programme.

From 2012 the students will have the opportunity to do a scientifically integrated work experience course

comprising 30 HE credit points.

The availability of courses on graduate level relevant to the programme may vary. Each year information about available courses will be provided separately.

Semester 4

This semester consists of the following course:

-Master's Dissertation in Marketing, 30 HE credits

The first part of the course introduces students to the tools of social science research methods and to core concepts in the philosophy of science. Following this introductory period, students will independently work on planning and carrying out a scholarly founded empirical study. In working with the master's dissertation students should independently integrate advanced knowledge in the field of the programme and apply this knowledge by analysing and solving problems of practical relevance.

Degree

The programme leads to a Master of Science (120 HE credits) in Marketing.

Misc

Students admitted to the programme who have not completed their studies within two years may complete the programme even after the programme syllabus is no longer valid. In this case the limitations presented by the course syllabi for courses included in the programme apply.

To enter year 2 of the programme students should have completed a minimum of 52.5 HE credits from year 1.

Eventual compulsory participation in the Master Class of the program is decided and notified prior to the class.