

# 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:** Spring 2015  
**Date of approval:** 2009-11-05  
**Changed:** 2014-10-14  
**Department:** Stockholm Business School

## Decision

This programme syllabus was approved by the Social Sciences Faculty Board on 2009-11-05, revised 2013-03-19.

## 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. 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 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 write a master's thesis.

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.

The language of instruction is English.

## 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 shall

### Knowledge and Understanding

- demonstrate knowledge and understanding in marketing, including both an overview of the field and specialised knowledge in certain areas of the field as well as insight into current research and development work;

- demonstrate specialised methodological knowledge in marketing;

#### Competence and Skill

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information;
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work;
- demonstrate the ability in speech and writing both nationally and internationally to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences;
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity;

#### Judgement and Approach

- demonstrate the ability to make assessments in marketing informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work;
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used;
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

### **Courses**

#### Semester 1

The semester consists of four compulsory courses on graduate level. The courses are

- Marketing Theory, 7,5 HEC;
- Strategic Market Management, 7,5 HEC;
- Communication and Branding, 7,5 HEC;
- Advanced Consumer Behaviour, 7,5 HEC.

#### Semester 2

The semester consists of four compulsory courses on graduate level. The courses are

- Service Marketing, 7,5 HEC;
- Consumer Culture Theory, 7,5 HEC;
- Qualitative Research, 7,5 HEC.
- Brands: A Cultural Perspective, 7,5 HEC.

#### Semester 3

The semester consists of elective graduate level courses in business administration for a total of 30 HEC. Alternatively students may study abroad this semester, or to take courses in other subjects relevant to the specialisation of the programme. It is also possible to take a scientifically and theoretically integrated practice course (internship):

- Reflective Practice, 30 HEC.

## Semester 4

The semester consists of the following course:

- Master's Dissertation in Marketing, 30 HEC.

### **Degree**

The programme leads to a Master of Science (120 HE credits). Main Field of Study: Marketing.

### **Misc**

The program follows a curriculum-linked track, which means that the courses should be read in a set order.

Elective courses within the program are specified in the instructions issued prior to each school year. 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.

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

To enter the fourth semester and the degree project the student should have completed a minimum of 82.5 HE credit points within the programme.

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.