

Education plan

for

Master's Programme in Strategic Public and Political Marketing
Masterprogram i strategisk offentlig och politisk marknadsföring

**120.0 Higher Education
Credits**
120.0 ECTS credits

Programme code: SOPMO
Valid from: Autumn 2013
Date of approval: 2012-10-12
Department: Stockholm Business School

Decision

This syllabus was decided on by the board of the Faculty of Social Sciences on October 12 2012, revised March 26 2013.

Prerequisites and special admittance requirements

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

Programme structure

The programme is delivered by Stockholm University Business School.

A cross-departmental management group, invited by the Marketing Section of the Business School, will coordinate the course and ensure the academic quality of the programme.

General Information

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

The language of instruction is English.

Overview of Programme Structure

It is intended that the first semester will provide students with a broad competence in the area of marketing. The second semester sees students begin to specialize in public and political sector content with three core courses and an additional general course in research methods. The third semester provides students with an opportunity to narrow their field of interest with a number of specialist public and political electives from within the marketing section and across other social science faculties. In the fourth semester, students will complete an independent research project.

All courses are awarded 7.5 HE Credits for a pass and the final thesis is awarded 30 credits for a pass grade.

Goals

The overall aim of the programme is to prepare students for a variety of professional marketing management careers in the international public and political domains. While the pedagogical emphasis remains firmly scientific, the array of courses and electives is designed to allow a degree of vocational customization.

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 all aspects of public and political marketing in various practitioner contexts
- 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 unique and contested nature of public and political markets and consider its implications for 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 public and political 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
- communicate - in oral and 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

Judgment and approach

- demonstrate awareness of societal and ethical implications of public and political 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

Semester 1

The first semester consists of four compulsory courses that will provide a broad knowledge of marketing. These courses will be the same for all marketing masters students studying in their first semester – see appendix (a). The courses are: Marketing Theory; Strategic Market Management; Communication and Branding; Advanced Consumer Behaviour.

Semester 2

The second semester includes four further mandatory courses. Qualitative Research is universal to all marketing students. The other three compulsory courses provide the specialist core courses of the masters programme. They are: Political Marketing and Communication; Public Marketing; and Public Affairs.

Semester 3

The third semester consists of elective courses in: Public & Corporate Diplomacy; Political Communication; Social Marketing; Place Marketing; Third Sector Marketing; Campaign Strategy; and Polling/Market Research. Students are required to select at least three of these electives and may also select another elective

from the general marketing masters programme. Please note that the marketing department has considerable resources in the area of Place and Social Marketing and it is considered that the provision of these electives does not represent an onerous burden. Courses in Communication are already offered by faculty at the university and we intend to collaborate with the Advertising & PR, Journalism, Social Anthropology (SCORE) departments to provide a number of the remaining electives.

Some students may wish to study abroad during the semester but we are keen to monitor this activity tightly –preferring to work with partner universities which are able to provide the same, or similar, courses.

Semester 4

The master's dissertation in business administration (30 HE credits) concludes the programme.

Degree

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