Stockholm Business School

Stockholm University

Education plan

for

Master's Programme in Marketing
Masterprogram i marknadsföring

120.0 Higher Education Credits
120.0 ECTS credits

Programme code:	SMAFO
Valid from:	Spring 2022
Date of approval:	2014-10-07
Changed:	2022-01-14
Department:	Stockholm Business School

Decision

This programme syllabus was approved by the Social Sciences Faculty Board 2018-09-06; the latest revision conducted 2022-01-14.

Prerequisites and special admittance requirements

A Bachelor's degree comprising of at least 180 higher education credits and Swedish upper secondary school course English B, or equivalent.

Programme structure

The program's knowledge base is about social sciences with a special focus on business and consumer marketing. The program integrates interdisciplinary perspectives on modern societal phenomena and their impact on markets, organizations and society.

The programme aims to generate knowledge and experiences whereby students learn to think creatively and innovatively, develop self-knowledge and agility, and apply these capacities in ways which prepare them for professional and managerial roles in business and society, in Sweden as well as internationally. The programme even constitutes a firm basis for doctoral studies in the field of marketing.

The language of instruction is English.

The program includes four semesters of full-time studies.

Semester 1

The first semester contains the courses:

- Marketing Theory 7,5 credits

- Buyer Behaviour 7,5 credits

- Innovation and Knowledge Management 7,5 credits

- Digital Marketing and E-commerce 7,5 credits

Main field of study: Marketing. The courses are provided by Stockholm Business School.

Semester 2

The second semester contains the courses:

- Brands and Branding 7,5 credits

- Service Marketing 7,5 credits

- Strategic Market Management 7,5 credits

- Advanced Research Methods in Marketing 7,5 credits

Main field of study: Marketing. The courses are provided by Stockholm Business School.

Semester 3

The third semester offers three options:

1. Elective studies abroad corresponding to 30 credits. Exchange studies are applied for via Stockholm Business School's or Stockholm University's exchange agreements.

2. Elective courses at Stockholm Business School corresponding to 30 credits. Elective courses offered at Stockholm Business School are determined and announced via email during semester 2.

3. Reflective Practice in Business Administration 30 hp. Internship. Main field of study: Marketing. The course is provided by Stockholm Business School.

Semester 4

The programme is concluded with the course:

- Master's Degree Thesis in Marketing 30 credits

Main field of study: Marketing. The course is provided by Stockholm Business School.

Goals

In addition to the general objectives in Chapter 1, Section 9 of the Higher Education Act, the learning objectives from the Higher Education
Ordinance listed below apply.

For a Degree of Master, the student shall:

Knowledge and understanding

- Demonstrate knowledge and understanding in the main field of study, including both an overview of the field and specialised knowledge in certain areas of the field as well as [specialised] insight into current research and development work.

- Demonstrate specialised methodological knowledge in the main field of study.

Skills and abilities

- 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 the main field of study 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

Mandatory courses in the main field of marketing:

- Marketing Theory 7,5 credits

- Buyer Behaviour 7,5 credits

- Innovation and Knowledge Management 7,5 credits

- Digital Marketing and E-commerce 7,5 credits

- Brands and Branding 7,5 credits

- Service Marketing 7,5 credits

- Strategic Market Management 7,5 credits

- Advanced Research Methods in Marketing 7,5 credits

- Master’s Degree Thesis in Marketing 30 credits

Elective studies:

Elective studies abroad corresponding to 30 credits. Exchange studies are applied for via Stockholm Business School’s or Stockholm University’s exchange agreements.

Elective complementary courses offered at Stockholm Business School are determined and announced via email during semester 2.

Degree

The programme leads to a Master of Science (120 credits). Main field of study: Marketing.

Misc

Courses included in the programme may be studied together with students from other programmes.

When the programme syllabus is revoked, the student has the right to complete his/her education according to t present programme syllabus during a phase-out period that includes the nominal duration of the program plus two years, calculated from the time when the last admitted student began the education. In this case, the restrictions specified in the syllabi for the courses included in the education apply; alternatively, equivalent education is offered.