

# Education plan

for

**Bachelor's Programme in Market Communication (GI)**  
**Kandidatprogram i marknadskommunikation (GI)**

**180.0 Higher Education  
Credits**  
**180.0 ECTS credits**

<b>Programme code:</b>	SMRPK
<b>Valid from:</b>	Spring 2022
<b>Date of approval:</b>	2016-03-09
<b>Changed:</b>	2022-01-14
<b>Department:</b>	Stockholm Business School

## Decision

The programme syllabus was established by the Faculty of Social Sciences Board 2016-03-09; the latest revision conducted 2022-01-14.

## Prerequisites and special admittance requirements

Swedish upper secondary school courses English B, Mathematics C and Social Sciences A or equivalent.

## Programme structure

The programme is based on a variety of human science perspectives that enable problematisation and critical/creative analyses of various phenomena, trends and changes in modern society, its culture and business life, thereby creating an understanding of how we, in interaction with these phenomena and processes, are shaped as thinking, feeling and acting human beings, and thus our opportunities to work for a sustainable world.

The overall purpose of the program is to produce formative knowledge and experiences with which students learn to think innovatively, to develop their self-knowledge and drive and to apply these capacities for qualified management tasks in society, in markets, in companies and other organizations, both in Sweden and internationally.

The language of instruction is Swedish and English.

The program includes six semesters of full-time studies.

### Semester 1

Advertising and PR I, Course Module 30 credits

Main field of study: Advertising and PR. The course module is provided by Stockholm Business School.

### Semester 2

Art History I 30 credits

Main field of study: Art History. The course is provided by the Department of Culture and Aesthetics.

### Semester 3

The third semester contains the courses:

- Human-computer interaction 7,5 credits
- Prototyping in interaction design 7,5 credits

Main field of study: Computer and Systems Sciences. The courses are provided by the Department of Computer and Systems Sciences

- Typography 7,5 credits
- Visual Communication 7,5 credits

Main field of study: Advertising and PR. The courses are provided by Stockholm Business School.

### Semester 4

Advertising and PR II, Course Module 30 credits

Main field of study: Advertising and PR. The course module is provided by Stockholm Business School.

### Semester 5

The fifth semester offers two 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. Marketing, Course Module 30 credits. Main field of study: Business Administration. The course module is provided by Stockholm Business School.

### Semester 6

Bachelor's Course in Advertising and PR, Course Module 30 credits

Main field of study: Advertising and PR. The course is provided by Stockholm Business School.

### Goals

In addition to the general objectives in Chapter 1, Section 8 of the Higher Education Act, the learning objectives from the Higher Education Ordinance listed below apply.

For a Degree of Bachelor, the student shall:

#### Knowledge and understanding

- Demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, understanding of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

#### Skills and abilities

- Demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically.
- Demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames.

- Demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences.

- Demonstrate the skills required to work autonomously in the main field of study.

#### Judgement and approach

- Demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues.

- Demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used.

- Demonstrate the ability to identify the need for further knowledge and ongoing learning.

#### **Courses**

Mandatory courses in Advertising and PR I, Course Module 30 credits (applies also to free-standing course of study):

- Advertising & PR: Basic Management 7,5 credits

- Advertising & PR: Basic Accounting 7,5 credits

- Advertising & PR: Basic Marketing 7,5 credits

- Legal Perspectives on Market Communication 7,5 credits

Mandatory courses in Advertising and PR II, Course Module 30 credits (applies also to free-standing course of study):

- Advertising Strategy 7,5 credits

- Advertising and PR: Continuation Course in Marketing 7,5 credits

- Consumption, Culture and Commerce 7,5 credits

- Creative Processes in Market Communication 7,5 credits

Mandatory courses in Bachelor's Course in Advertising and PR, Course Module 30 credits:

- Final Project in Marketing Communication 7,5 hp

- Research Methods in Advertising and PR 7,5 hp

- Bachelor's Degree Thesis in Advertising and PR 15 hp

Main field of study: Advertising and PR. The course is provided by Stockholm Business School.

Mandatory courses in Advertising and PR, course module 30 credits for free-standing course of study:

- Final Project in Advertising & PR 7,5 credits

- Research Methods in Advertising and PR 7,5 hp

- Bachelor's Degree Thesis in Advertising and PR 15 hp

Main field of study: Advertising and PR. The course is provided by Stockholm Business School.

Mandatory course in the main field of art history:

Art History I 30 credits

The course is provided by the Department of Culture and Aesthetics.

Mandatory courses in the main field of Computer and Systems Sciences:

- Human-computer interaction 7,5 credits
- Prototyping in interaction design 7,5 credits

The courses are provided by the Department of Computer and Systems Sciences

Mandatory courses in the main field of advertising and PR:

- Typography 7,5 credits
- Visual Communication 7,5 credits

The courses are provided by Stockholm Business School.

Elective studies:

Courses in Marketing, course module 30 credits:

- Corporate Responsibility 7,5 credits
- Brand Management and Sustainable Business Models 7,5 credits
- Internet Marketing 7,5 credits
- B2B Marketing and Sales 7,5 credits

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

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

### **Degree**

The programme leads to a Degree of Bachelor of Science (180 credits). Main field of study: Advertising and PR.

### **Misc**

The education follows a fixed course of study, which means that the courses must be read in the established order.

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 the 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.