

# Education plan

for

**Master's Programme in Marketing Communication and Fashion (IHR)**  
**Masterprogram i Marknadskommunikation och Mode (IHR)**

**120.0 Higher Education  
Credits**  
**120.0 ECTS credits**

**Programme code:** SMKMO  
**Valid from:** Autumn 2018  
**Date of approval:** 2017-02-01  
**Changed:** 2017-10-03  
**Department:** Stockholm Business School

## Decision

Programme syllabus has been adopted by the Social Sciences Faculty Board, 2017-10-03.

## Prerequisites and special admittance requirements

Degree of Bachelor comprising of at least 180 ECTS, English level 6/B on the Swedish high school level, or equivalent.

## Programme structure

Host for this Master's Programme in Marketing Communication and Fashion (IHR) is Stockholm Business School, Stockholm University. The programme is a comprehensive educational programme offering a combination of Social Science and Humanities perspectives. Language of instruction for all the courses within the programme is English.

This Master's Programme is built around an diverse array of aspects within both Social Sciences and Humanities through which it becomes possible to problematize and critically-creatively analyse phenomena, tendencies and changes in the modern day societies, cultures and business, and thereby create an understanding for how we, through interaction with these phenomena and processes, are formed as thinking, feeling and active human beings.

The courses within the programme are built around four topics, each of which representing different areas of the programme's field of studies.

## Goals

This Master's programme's overarching aim is the produce knowledge and experiences of a wider educational character, with which the students will learn to critically reflect from a stand which is both within social sciences and humanities and that will assist the students in creating new views on problems and phenomena of our time. Furthermore, this programme focuses on developing knowledge about consumer behaviour and its effect on the individual, the group and society. An important part of the programme is also the role of fashion as a cultural and social phenomena and its meaning for creation of identities and moral stands.

It is on these grounds the students till be able to hold qualified leadership positions in the society, in different markets within our organised world, in Sweden and internationally, as well as pursue PhD studies.

Upon completion of the programme students are expected to:

## 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 insight into current research and development work;
- demonstrate specialised methodological knowledge in the main field of study;

## 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 clearly report 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

Master's Programme in Marketing Communication and Fashion comprises of mandatory courses on advanced level and all of these courses are within Advertising and PR main field of study.

### Semester 1

Four courses on advanced level of 30 higher education credits in total. The topic is Culture and Commerce.

Introduction to Consumer Society and Marketing, 7,5 higher education credits

Dress History and Concepts in Fashion Studies, 7,5 higher education credits

Politics of Consumption, 7,5 higher education credits

Luxury and Desire through Time, 7,5 higher education credits

### Semester 2

Four courses on advanced level of 30 higher education credits in total. The topic is Communication and Society.

Branding: Strategic and Cultural Perspectives, 7,5 higher education credits

Consumer Culture and Fashion, 7,5 higher education credits

Communication: Strategic and Cultural Perspectives, 7,5 higher education credits

Fashion and Materiality, 7,5 higher education credits

Semester 3

Four courses on advanced level of 30 higher education credits in total. The topic is Market and Analysis.

Theory and Method, 7,5 higher education credits

Service Marketing, 7,5 higher education credits

Project, 7,5 higher education credits

Fashion as an Industry, 7,5 higher education credits

Semester 4

This semester consists of a Master's Degree thesis on advanced level.

Master's Degree Thesis in Advertising and PR, 30 higher education credits

#### **Degree**

This programme leads to a Master's Degree with a main field of studies in Advertising and PR.

#### **Misc**

Students from other master's programmes may be taking the courses given within this Master's programme.

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 75 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.