Stockholm Business School

Stockholm University

Education plan

for

Master's Programme in Marketing Communication
Masterprogram i Marknadskommunikation

120.0 Higher Education Credits
120.0 ECTS credits

Programme code:	SMAKO
Valid from:	Autumn 2019
Date of approval:	2018-09-06
Department:	Stockholm Business School

Decision

This programme syllabus has been adopted by the Social Sciences Faculty Board 2018-09-06.

Prerequisites and special admittance requirements

Bachelor's degree comprising of 180 ECTS. English 6 or equivalent.

Programme structure

The Master's Programme in Marketing Communication is given by Stockholm Business School, Stockholm University. All courses in the programme are at the advanced level and the language of instruction for all the courses is English. The programme's knowledge base is within the social sciences with a particular focus on market communication. The programme integrates interdisciplinary perspectives on understanding the phenomenon of modern society and their impact on markets, organizations and society.

Goals

This Master's programme's overarching aim is to produce skills and experiences with which students learn to think innovatively, to develop their self-knowledge and ability to apply these skills to qualified management tasks in society, markets, companies and other organizations. It is on these grounds the students will 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.

In addition to the general master's degree objectives in Chapter 1. § 9 of the Higher Education Ordinance, the objectives below apply.

Upon completion of the programme students are expected to:

Knowledge and Understanding

• demonstrate knowledge and understanding in the main field of study Advertising & PR, 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 Advertising & PR;

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 Advertising & PR 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 comprises of mandatory courses on advanced level and all of these courses are within Advertising and PR main field of study.

Semester 1

This semester comprises of four courses on advanced level of 30 higher education credits in total.

• Marketing Communication Theory, 7,5 higher education credits;
• Buyer Behaviour, 7,5 higher education credits
• Communication: Strategic and Cultural Perspectives, 7,5 higher education credits
• Digital Marketing and E-commerce, 7,5 higher education credits

Semester 2

This semester comprises of four courses on advanced level of 30 higher education credits in total.

• Contemporary challenges in Marketing Communication, 7,5 higher education credits
• Branding: Strategic and Cultural Perspectives, 7,5 higher education credits
• Project Work, 7,5 higher education credits
• Advanced Research Methods in Advertising & PR, 7,5 higher education credits

Semester 3

This semester comprises of elective courses in total of 30 higher education credits. Elective courses can be within business administration on advanced level or other courses relevant to the programmes content. Which courses are offered at SBS is communicated one semester in advance.

It is also possible to go abroad on exchange during this semester.

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

This programme is following a strict structure meaning that the courses and semesters are to be taken in the order set by this programme syllabus. Students will be taking some courses in this programme together with students from other programmes.

In order to be registered on the Master's Degree Thesis in Advertising and PR, a student must complete 75 higher education credits within the programme of which 52,5 higher education credits must be on an advanced level within the main field of study Advertising & PR. These 52,5 higher education credits must include the course Advanced Research Methods in Advertising & PR, 7,5 higher education credits.

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.