

Education plan

for

Marketing Communication Program (IHR)
Marknadskommunikationsprogrammet (IHR)

90.0 Higher Education
Credits
90.0 ECTS credits

Programme code: SMARH
Valid from: Autumn 2011
Date of approval: 2007-03-08
Changed: 2010-10-15
Department: Stockholm Business School

Decision

This education plan was established by the Department of Advertising and Public Relations and approved on 2007-03-08 by the Social Sciences Faculty Board at Stockholm University. Revised by the aforementioned Department on 2010-10-15.

Prerequisites and special admittance requirements

Programme structure

This is a further training program for professionals in marketing communication, who wish to advance to higher positions, for example advertising agency manager, marketing manager or information manager.

The program is for one year and covers autumn term, spring term and summer. The students continuously apply their theoretical and methodological knowledge through case studies, problem solving and practical projects. The latter are interwoven with exercises in group dynamics and leadership training.

Goals

Knowledge and understanding.

Upon completing the program, students are expected to:

- have a wide and deep understanding of current scientific theories within the main field of the program
- have a wide knowledge of methods applied in the field of the program

Skills and abilities.

Upon completing the program, students are expected to:

- be able to critically analyse their theoretical knowledge, and systematically apply it, with the aim to identify, define and solve problems
- in a creative, analytic and critical manner be able to examine, analyse and evaluate efforts and activities in marketing communication
- be able to coordinate and lead an organization's activities and efforts in marketing communication, strategically, tactically and practically
- be able to organize and lead processes of development and change in marketing communication

Assessment ability and approach.

Upon completing the program, students are expected to:

- be able to analyse and explain individual, corporate and organizational responsibility for sustainable communication

- be able to develop, plan and coordinate efforts and activities in marketing communication, taking into account ethical, legal and economic regulations and frameworks
- be able to analyse and assess ethical, legal and economic consequences of efforts and activities in marketing communication
- independently be able to identify the development of their own knowledge and skills

Courses

The program includes the following courses:

- Marketing communication, 30 credits
- Branding, advertising and public relations, 30 credits
- Integrated communication, 30 credits

Degree

With an additional 90 credits in other subjects, the program leads to a Bachelor of Arts degree in advertising and PR.