Programme overview
Strategic communication is the interdisciplinary study of the formal and informal communication initiatives taken by an organisation in order to achieve a particular goal. In terms of professional roles, recent developments have shifted the focus from operational skills to more advanced strategic knowledge. The programme aims to meet the increasing demands communication professionals face.

Professionals in this field need in-depth knowledge and understanding of strategic communication and its role in society. Through its unique design, this programme provides students with an understanding of strategic communication and the closely related fields of organisational communication, public relations, brand communication, and crisis communication. The students also acquire cross-cultural competence and build networks to take on leading roles as strategic communication professionals. In line with this, the programme allows students to undertake a qualified industrial placement. We have students from many countries in the world.

Unique features and key benefits
• The programme promotes links with industry through close connections with leading practitioners, for example through guest lectures, case studies, and work placements.
• The teachers involved in the programme are internationally recognised for their teaching and research.
• The students encounter the most recent research in the field of strategic communication.

Programme modules/courses
COURSES AND NUMBER OF CREDITS:
- Introduction to Strategic Communication (7.5)
- Organisational Communication (7.5)
- Philosophy of Science (7.5)
- Public Relations (7.5)
- Strategic Brand Communication (7.5)
- Qualitative Methods (7.5)
- Research and Evaluations for Practice: Planning and Control (7.5)
- Crisis Communication (7.5)
- Quantitative Methods (7.5)
- Strategic Communication Theory (7.5)
- Internship or elective courses (15)
- Master’s thesis (30)

Career prospects
Strategic communication professionals are employed in the private sector, the public sector, and the non-profit sector. Graduates are employed as corporate and strategic communication specialists. The degree offers the necessary conceptual skills for managerial careers in organisational communication, public relations, marketing and brand communication, and related positions in a variety of contexts.

Entry requirements and how to apply
ENTRY REQUIREMENTS
To be admitted to the programme, students must have a Bachelor’s degree in social sciences, humanities or economics and management including 90 credits in strategic com-
munication, media and communication studies, journalism, marketing, organisation studies or the equivalent. A good command of English language, both spoken and written, equivalent to English 6/English Course B. For details on English proficiency levels, please see www.lunduniversity.lu.se.

HOW TO APPLY
1. Apply online: Go to the programme page at www.lunduniversity.lu.se/strategic-communication. Click on “Apply” and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website. Rank the chosen programmes in order of preference.
2. Submit your supporting documents:
   • General supporting documents: Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at www.universityadmissions.se.
   • Programme-specific supporting documents: When applying for the Master’s in Strategic Communication you must also submit a statement of purpose with your application.
4. Pay the application fee (when applicable).

SELECTION CRITERIA
Selection among applicants will be based on:
• The grade in the Bachelor’s degree thesis
• The grades in other courses in the Bachelor’s degree
• Statement of purpose (a letter explaining the student’s motivations and qualifications)

TUITION FEES
There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens the tuition fee for this programme is SEK 100 000 per year. See www.lunduniversity.lu.se for details on tuition fees.

About the Department of Strategic Communication
The Department of Strategic Communication is one of Europe’s largest units in strategic communication. It has the largest number of students, lecturers and researchers in the field in Sweden. The Department has a profound research tradition and strong links with the industry and the public sector. Important research areas are crisis communication, brand communication, internal communication, new media and modern democracy, and professionalism, expertise and ethics. The Master’s Programme in Strategic Communication is taught at Lund University’s campus in Helsingborg.

About Lund University
Lund University was founded in 1666 and is repeatedly ranked among the world’s top 100 universities. The University has 41,000 students and 7,500 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is Sweden’s most attractive study destination. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The compact university campus encourages networking and creates the conditions for scientific breakthroughs and innovations. The University has a clear international profile, with partner universities in over 70 countries.

Learn more at www.lunduniversity.lu.se
Ask questions and follow news at facebook.com/lunduniversity

CONTACT
Programme webpage
www.lunduniversity.lu.se/strategic-communication
Study guidance
Lena Rolén, international@isk.lu.se
Director of Studies
Howard Nothhaft, howard.nothhaft@isk.lu.se