



**LUND**  
UNIVERSITY

# MSc in Strategic Communication

LUND UNIVERSITY, SWEDEN

- Master of Science in Strategic Communication
- 2 years, full-time, 120 ECTS credits
- Department of Strategic Communication
- Campus Helsingborg
- Application deadline: January 2021
- Programme start: August 2021

## Programme overview

MSc in Strategic Communication is a two-year interdisciplinary Master's programme. The programme provides theory, concepts and skills to operate and successfully work with communication in international environments. You will learn how communication is central for organisations of various kinds and how communication can be understood and used to achieve strategic goals and to ensure sustainable organisations.

The programme is based on a holistic approach to communication, which means that communication directed to different stakeholders, different means of communication and for various purposes are included. The programme provides students with an understanding of strategic communication and the closely related fields of organisational communication, public relations and brand communication. The aim is to give in-depth knowledge about communication processes and how they are inter-related.

In terms of professional roles, recent developments have shifted the focus from operational skills to more advanced strategic knowledge. Professionals need an in-depth understanding of strategic communication and its role in society.

The programme develops both a theoretical and practical understanding of strategic communication. Research and education are closely linked as all teachers are themselves educated to PhD level and are actively engaged in research. The programme promotes links with industry through close connections with leading practitioners, for example through guest lectures and case studies.

The programme is based on plenty of group assignments and presentations, allowing you to develop supplementary skills which are attractive on the job market. Working in international

classes with fellow students from all over the world, you acquire cross-cultural competence and build networks important for a strategic communication professional.

The programme offers students solid theoretical knowledge, applied research methods, as well as skills pertaining to a range of current areas and challenges. During the third semester of the programme, it is possible to choose from elective courses in strategic communication to further develop your profile, to choose an internship course, or to apply for an exchange semester at one of Lund University's international partner universities.

## Programme modules/courses

**COURSES AND NUMBER OF CREDITS:** Strategic Communication in an Intercultural Context (7.5), Brand Communication (7.5), Organisational Communication (7.5), Public Relations (7.5), Qualitative Methods (7.5), Quantitative Methods (7.5), Research and Evaluation for Practice: Planning and Controlling (7.5), Crisis Communication (7.5), Elective courses in strategic communication, internship course or study abroad (30), Master's thesis (30).

## Career prospects

The programme provides students with a solid basis for a career in communication. On completion of the programme, our graduates have the necessary skills for a career in communication, as well as for research. The programme qualifies one for PhD studies.

The skills our alumni possess are in high demand globally and former students can be found in positions such as consultant, corporate communication manager, communication manager, brand manager, project manager, communicator, strategic communicator or specialist. The alumni are particularly satisfied with the mixture of theory and practice that the programme provides.

Most of our students find work within the communication sector within a year of graduating. Our alumni have successfully gained employment in an extensive number of organisations, ranging from multinational companies or organisations and



“Finding this specific Master's at Lund University was rather an unexpected opportunity. Most international programmes tend to cover communication studies from a narrower perspective; e.g. media studies, public relations, IMC, etc. In addition to that, it seemed that the interdisciplinary approach of the programme would enable me to broaden my personal experience. The programme nourishes a critical perspective on communication that allows for new explorations and, possibly, new theories.”

Ammar from Egypt





national companies and organisations (agencies) to governmental and non-governmental organisations (NGOs).

## 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 communication, media and communication studies, journalism, marketing, organisation studies, or the equivalent. A good command of the English language, both spoken and written, to meet English Level 6 (equivalent to IELTS 6.5, TOEFL 90), is required. See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on English proficiency levels.

### HOW TO APPLY

- 1. Apply online:** Go to the programme page at [www.lunduniversity.lu.se/strategic-communication](http://www.lunduniversity.lu.se/strategic-communication). Click on "Apply" and follow the instructions for the online application at [www.universityadmissions.se](http://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](http://www.universityadmissions.se).
  - **Programme-specific supporting documents:** When applying for the MSc in Strategic Communication, you must also submit a statement of purpose with your application. See the programme webpage for further instructions.
- 3. Pay the application fee** (when applicable).

### SELECTION CRITERIA

We look for undergraduates with good results and a strong interest in strategic communication. The applicant's estimated capacity to complete the programme is the major overall criterion for selection. Students who fulfil the specific eligibility requirements are selected according to academic qualifications

(grades on courses and thesis in the Bachelor's degree) and a statement of purpose. Special attention will be paid to the statement of purpose. Strong English language communication skills are crucial to gain the full benefit of this programme; meeting the minimum level of English language requirements is often not enough for admission.

### TUITION FEES

There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens, the tuition fee for this programme is SEK 110 000 per year. See [www.lunduniversity.lu.se](http://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 40 000 students and more than 8 000 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

The University offers one of the broadest ranges of degree programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)

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### CONTACT

#### Programme webpage

[www.lunduniversity.lu.se/strategic-communication](http://www.lunduniversity.lu.se/strategic-communication)

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