Programme overview

Strategic communication is the interdisciplinary study of the formal and informal communication initiatives taken by organisations to achieve objectives and ensure sustainable survival. In terms of professional roles, recent developments have shifted the focus from operational skills to more advanced strategic knowledge. Professionals need in-depth understanding of strategic communication and its role in society. This programme aims to meet the new and increased demands. Through its unique design, it provides students with an understanding of strategic communication and the closely related fields of organisational communication, public relations, brand communication and crisis communication.

Working in international classes with fellow students from all over the world, participants 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 or to apply for an exchange semester at one of Lund University’s international partner universities.

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
• The programme provides an innovative and challenging curriculum which develops both a theoretical and practical understanding of strategic communication
• The programme provides the students with the necessary practical and analytical knowledge for an internationally focused professional career by examining how to design, implement, understand and evaluate communication activities

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)
- Internship
- Study abroad or elective courses in strategic communication (30)
- 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 communication, media and communication studies, journalism, marketing, organisation studies or the equivalent. A good

“...the best part of this programme is that lectures and theory are complemented with industry-specific case studies, group projects, workshops and fun activities. People from different cultures and backgrounds discuss how they would approach a specific problem to create a multi-faceted approach. The course structure encompasses various interesting subjects ranging from organisation communication and crisis communication to philosophy of social science and brand management.”

Vidushe Mitra from India
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 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.

3. **Pay the application fee** (when applicable).

SELECTION CRITERIA

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 previous study results (grades on courses and thesis in the Bachelor’s degree), proficiency in English and a statement of purpose demonstrating a clear understanding of the programme’s aims as well as the student’s suitability.

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.

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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 7,400 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 the most popular study location in Sweden. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The University has a distinct international profile, with partner universities in over 70 countries.

Lund University has an annual turnover of SEK 8 billion, two-thirds of which are destined for research. Our eight faculties conduct strong research in many different areas, including over thirty research fields in which we are world-leading. Many scientific breakthroughs and pioneering innovations have originated from Lund University.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)
Ask questions and follow news at [facebook.com/lunduniversity](http://facebook.com/lunduniversity)

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**CONTACT**

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

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