



Faculty of Social Sciences

SASKO, Master of Science Programme in Strategic Communication, 120 credits

Masterprogram i strategisk kommunikation, 120 högskolepoäng

**Second cycle degree programme requiring previous university study / Program
med akademiska förkunskapskrav och med slutlig examen på avancerad nivå**

Decision

The syllabus was approved by Faculty Board of Social Sciences on 04-05-2017 (U 2017/197) and was last revised on 23-04-2026 by Pro dean of the Faculty of Social Sciences (2026/228). The revised syllabus comes into effect 23-04-2026 and is valid from the spring semester 2026.

Programme description

The aim of the programme is to enable students to develop Master's level knowledge and understanding of the interdisciplinary field of strategic communication. The field comprises management, planning and implementation of reflexive communication processes and activities in relation to different target groups on the one hand, and to the community and the public sphere on the other, in order to achieve overarching organizational objectives. The programme is based on theories within the research areas of organisational communication, public relations and marketing communication. Current research areas within strategic communication, such as crisis, change and brand communication are addressed within the courses of the programme. The MSc in Strategic Communication is focused on communication strategy and strategizing, and is driven by six core ideas. The programme is

- *interdisciplinary*, referring to the intersections between subjects such as media and communication studies, business administration and social psychology.
- *demand-focused*, i.e. the issues addressed must be relevant from an applied perspective in order to provide students with usable knowledge, and hence good prospects on the labour market.
- *internationally viable* by including international and intercultural perspectives in

its courses.

- based on *active learning*, meaning that students are provided with the opportunity to work with problem-based assignments that make them active in the learning process
- based on *the current research front* within the field.
- based on firmly established collaborations with companies and authorities through an *advisory board*, *partner companies* that provide a platform for degree projects and participation of *professionally active guest lectures*.

On completion of the programme, students will be able to work with communication strategies in different functions and organisations. Apart from work as a communication strategist, this might involve work as PR manager, marketing or brand managers, communicators, consultants, corporate communications managers, or project managers. The programme also gives eligibility for a Ph.D. and thus access to a career in academia. The qualifications and previous experience of the student will be of decisive importance in this respect.

Goals

Pursuant to the Higher Education Ordinance, for a degree of Master (120 credits) the student shall:

Knowledge and understanding

For a Degree of Master (120 credits) the student shall

- demonstrate knowledge and understanding in the field of Strategic Communication, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the field of Strategic Communication.

Competence and skills

For a Degree of Master (120 credits) the student shall

- 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, and
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

Judgement and approach

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to make assessments in the field of Strategic Communication 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, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

In addition to the outcomes stated in the Higher Education Ordinance, for a degree of Master of Science (120 credits) in Strategic Communication the student shall:

- demonstrate knowledge of research communication and be able to independently monitor the knowledge development in the field of study and employ systems of scholarly referencing,
- demonstrate practical understanding of communication processes and the context of communication from interpersonal, organisational and societal perspectives,
- demonstrate the ability to reflect on complex organisational and societal processes from the perspective of strategic communication,
- design and carry out various concrete measures in the field of strategic communication,
- be able to independently carry out evaluation of communication processes so as to demonstrate outcomes, and
- demonstrate specialised insight into the way in which different communication processes are constructed and legitimised, and the ability to value, judge and communicate how these processes affect different agents and stakeholders.

Course information

The Lund University MSc in Strategic Communication (120 credits) comprises the following courses:

Semester 1

Strategic communication in an intercultural context (7.5 credits)

Brand communication (7.5 credits)

Organisational communication (7.5 credits)

Public relations (7.5 credits)

Semester 2

Quantitative methods (7.5 credits)

Qualitative methods (7.5 credits)

Research and evaluation for practice – planning and controlling (7.5 credits)

Crisis communication (7.5 credits)

Semester 3

In the third semester, the student has three options: Reading elective courses relevant to strategic communication at Lund University, taking an industry placement, or studying abroad at one of Lund University's international partner universities.

In the first option, the student reads elective course relevant to strategic communication at Lund University (30 credits). In the second option, the student can take an industry placement by reading the course Qualified internship in strategic communication (30 credits). The internship must be approved by the course director. In the third option, the student applies for exchange studies at a partner university of Lund University. Studies abroad comprises of studies in strategic communication or associated subject (30 credits). In order to be included in the degree, the courses studied abroad must be approved by the programme director at the department.

Semester 4

Master's Thesis (30 credits)

Degree

Degree titles

Degree of Master of Science (120 credits) in Strategic Communication

Major: Strategic Communication

Filosofie masterexamen i strategisk kommunikation

Huvudområde: Strategisk kommunikation

For a degree of Master of Science (120 credits) within the programme, the student must have passed the courses specified under "Course information" (or the equivalent courses at another higher education institution).

Requirements and Selection method

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, organizations studies or the equivalent.

A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines.

Selection method

The applicants estimated capacity to complete the programme is the primary criterion for selection. Students are selected on the basis of their previous study results (grades on courses and Bachelor's degree essay), proficiency in English and letter of intent.

Other information

The language of instruction and assessment is English.