



Faculty of Economy, Communication and IT

Programme Study Plan

Master's Level Studies in Marketing

Programme Code	SAMMF/SAMAR
Programme Title:	Master's Programme in Marketing
Credits/ECTS:	60/120
Programme Approval	The Programme Study Plan was approved by the Faculty Board for Economic Sciences, Communication and IT on 7 October 2010 and is valid from the autumn semester of 2011 at Karlstad University.
Language of Instruction:	English
Degree Level:	Master's
Degree Type:	General
Prerequisites	Bachelor's Degree of 180 ECTS credits with a major in Business Administration (90 ECTS credits), or equivalent. Upper Secondary English course B or equivalent.

Introduction

The programme offers students the opportunity to specialise further in marketing. The programme comprises one or two years of study depending on the choice of Master's Degree.

Aims and Learning Outcomes

Knowledge and understanding

To earn a Master's degree (60 ECTS cr), students should be able to demonstrate

- knowledge and understanding of the theoretical foundation and established practice of business administration, including a broad command of the field and deeper knowledge of selected areas, as well as insight into current research and development, and
- specialised knowledge of the theory and method in the field of marketing

To earn a Master's degree (120 ECTS cr), students should, in addition, be able to demonstrate

- highly specialised knowledge in the field of marketing

Skills and abilities

To earn a Master's degree (60 ECTS cr), students should be able to demonstrate

- the ability to integrate knowledge and to analyse, assess and deal with complex phenomena, problems and situations, even when having access only to a limited amount of background information,
- the ability to work independently in identifying and formulating economic problems, and the ability to plan and carry out tasks and assignments within a given deadline,
- the ability to communicate and interact with various groups in presenting and discussing information and conclusions both orally and in writing, and
- the skills required to take active part in research and development or to work in other qualified areas.

To earn a Master's degree (120 ECTS cr), students should, in addition, be able to demonstrate

- the ability to integrate knowledge critically and systematically,
- the ability to identify and formulate economic issues critically, independently and creatively, and
- the ability to carry out advanced tasks so as to contribute to the development of knowledge and to evaluate the work.

Attitude and assessment abilities

To earn a Master's degree (60 ECTS cr) and a Master's degree (120 ECTS cr), students should be able to demonstrate

- the ability to make appropriate judgements with respect to relevant scientific, societal and ethical aspects, and an awareness of ethical issues in research and development,

- insight into the possibilities and limitations of business administration research, the role of science in society, and our responsibility for its use,
- the ability to identify their own need for further knowledge and training.

Programme Structure

Depending on the student's choice of degree, the course of study varies as follows:

Degree of Master (60 ECTS cr)

- Business Marketing, 15 ECTS cr
- Methodology, 15 ECTS cr
- International Marketing, 15 ECTS cr
- Independent Degree Project, 15 ECTS cr

Degree of Master (120 ECTS cr)

- Business Marketing, 15 ECTS cr
- Metodkurs, 15 ECTS cr
- International Marketing, 15 ECTS cr
- Valfri kurs, 30 ECTS cr
- Current research in Business Administration, 15 ECTS cr
- Independent Degree Project, 30 ECTS cr

Students who wish to obtain the one-year Master's must declare this choice in the first term as the degree project is carried out in the second term. A student who has completed a degree project for the one-year Master's degree may be assessed for credit towards the two-year Master's degree of 30 ECTS cr. and the project is thus a continuation of the previous project.

The programme comprises required courses that define the chosen specialisation. In addition, there are opportunities to choose courses in business administration and other subjects in accordance with the programme structure indicated above. Much can be gained by studying portions of the programme abroad and thus enhance the international profile. Credits earned for elective courses at Bachelor's (first) level must not exceed 30 ECTS credits in the two-year Master's degree.

Programme courses are characterised by independent tasks providing the skills and abilities described in the programme objectives. Instruction has an emphasis on seminars based on written and oral presentations. There are also lectures and exercises. Professional contact is maintained through guest lecturers and other forms of cooperation with industry and public agencies.

Programme content

The programme has a number of required profile courses of at least 30 ECTS cr. The aims and content of each course are stated in the respective course syllabus. The courses can be included in the course of study as indicated above. Depending on the start term, students first take 15 ECTS course cr. included in the specialisations listed above, along with a course in methodology 15 ECTS cr., which is a prerequisite for admission to the degree project course.

Degree

Upon completion of the one-year programme (60 ECTS credits), a student who holds a Degree of Bachelor of Science in Business and Economics is awarded:

Degree of Master of Science in Business and Economics (60 ECTS cr)
Major: Business Administration

Upon completion of the one-year programme (60 ECTS credits), a student who holds a Bachelor's Degree is awarded:

Degree of Master of Science (60 ECTS cr)
Major: Business Administration

Upon completion of the two-year programme (120 ECTS credits), a student who holds Degree of Bachelor of Science in Business and Economics is awarded:

Degree of Master of Science in Business and Economics (120 ECTS cr)
Major: Business Administration

Upon completion of the two-year programme (120 ECTS credits), a student who holds a Bachelor's Degree is awarded:

Degree of Master of Science (120 ECTS cr)¹
Major: Business Administration

Transfer of Credits

Students have the right to transfer credits from other universities in Sweden or abroad. The recognition of previous education as credit for part of a course is subject to approval by the examiner. The recognition of previous education as credit for an entire course is subject to approval by the Student Centre.

Additional Information

Local regulations for the Bachelor's and Master's level at Karlstad University stipulate the rights and obligations of staff and students.

¹ Provided that certain courses are included, graduate BA students can be awarded a Master of Science in Business Administration and Economics. Interested students should contact the degree-awarding office before choosing courses.