

Education plan

for

Graphic Management Program (GI)
Grafiska projektledarprogrammet (GI)

**120.0 Higher Education
Credits**
120.0 ECTS credits

Programme code:	SGPLH
Valid from:	Autumn 2007
Date of approval:	2007-03-08
Department:	Stockholm Business School

Decision

This education plan was established by the Department of Advertising and Public Relations and approved by the Social Sciences Faculty Board at Stockholm University.

Prerequisites and special admittance requirements

Programme structure

This is a further training program for professionals in the communication and information branches, who wish to advance to higher positions. The program is for two years and includes both theoretical and applied studies. The students continuously apply their theoretical and methodological knowledge through case studies, problem solving and practical projects. The latter are interwoven with exercises in group dynamics and leadership training.

Goals

Knowledge and skills.

Upon completing the program, students are expected to:

- have a wide and deep understanding of current scientific theories within the main field of the program
- have wide knowledge of methods applied in the field

Skills and abilities.

Upon completing the program, students are expected to:

- be able to critically analyze their theoretical knowledge, and systematically apply it, with the aim to identify, define and solve problems
- in a creative, analytical and critical way be able to examine, analyze and evaluate efforts and activities in media communications
- be able to coordinate and lead an organization's activities and efforts in media communications, strategically, tactically and practically
- be able to organize and lead processes of development and change in media communication

Assessment ability and approach.

Upon completing the program, students are expected to:

- be able to analyze and explain individual, corporate and organizational responsibility for sustainable communications
- be able to develop, plan and coordinate efforts and activities in media communication, taking into account ethical, legal and economic regulations and frameworks
- be able to analyze and assess ethical, legal and economic consequences of efforts and activities in media

communication

-independently be able to identify the development of their own knowledge and skills

Courses

The program includes the following courses and elements:

Marketing communications and design, 30 credits

- Business administration and marketing, 7.5 credits
- Project management, 7.5 credits
- Consumer behavior, 7.5 credits
- Communication theory, 7.5 credits

Graphic design and production, 30 credits

- Prepress and printing techniques, 7.5 credits
- Advertising strategy, 7.5 credits
- Graphic design, 7.5 credits
- Graphic design project, 7.5 credits

Advertising communication and design, 30 credits

- Internet marketing, 7.5 credits
- Method, 7.5 credits
- Digital design, 7.5 credits
- Advertising project, 7.5 credits

Integrated communication and design, 30 credits

- Branding and identity, 7.5 credits
- Bachelor thesis or Project on assignment, 15 credits
- Elective course (Public relations, Marketing law and ethics or Graphic project), 7.5 credits

Optional courses

- Graphic design software, 4.5 credits
- Work placement I, 7.5 credits
- Work placement II, 7.5 credits

Degree

With an additional 60 credits in other subjects, the program leads to a Bachelor of Arts degree in Advertising and PR.