

# Degree Programme in Communication Management, Pasila campus, Master education

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## Degree Programme in Communication Management in a Nutshell

<b>Name of qualification:</b>	Master of Business Administration
<b>Level of qualification:</b>	Master's degree
<b>ECTS credits:</b>	90 ECTS
<b>Official length of the programme:</b>	1,5 - 2 years
<b>Mode of Study:</b>	Part-time Master's programme
<b>Assessment:</b>	<ul style="list-style-type: none"> <li>• See <a href="#">Degree Regulations &gt;&gt;</a></li> <li>• See assessment process &gt;&gt;</li> </ul>
<b>Programme contents:</b>	Core studies, Elective studies, Master's thesis including Maturity Examination
<b>General arrangements for the accreditation of prior learning:</b>	See HAAGA-HELIA's <a href="#">arrangements for the accreditation of prior learning &gt;&gt;</a>
<b>Admission requirements:</b>	Act of Polytechnics 9.5.2003/351 20§ <ul style="list-style-type: none"> <li>• Before applying see the admission criteria at <a href="http://www.studyinfo.fi">www.studyinfo.fi</a> !</li> </ul>
<b>Access to further study:</b>	<ul style="list-style-type: none"> <li>• <a href="#">Non-Degree studies at HAAGA-HELIA &gt;&gt;</a></li> <li>• University studies</li> </ul>
<b>Internationalization:</b>	The students represent various nationalities and work in organizations operating in global settings, which allow learning to take place in multicultural teams. The learning assignments mirror communication professional's work in a global setting. The students can also take part in an exchange program with selected partner universities of HAAGA-HELIA UAS.
<b>Employment opportunities after graduation:</b>	The program encourages the students to study and work concurrently, which gives the students the opportunity to integrate real-life projects in academic studies. This exchange between work and academic discipline enhances the skills and competencies the students need to advance professionally in the fields of

	communication, marketing or media especially in their own organizations.
<b>Cooperation with working life and with other associates:</b>	The courses and learning assignments mirror the everyday business in corporations and other large organizations. Courses include guest lectures, visits and/or real-life cases to be solved. The thesis work is always a development project in an organization.

## Profile of the Degree Programme in Communication Management

What makes the programme different?

- Practical approach to learning – learning by doing and working
- Flexibility in studies: evening and weekend lessons, intensive periods, distance studies
- Possibility to personalize studies.

This degree programme is designed to offer relevant learning opportunities that relate to everyday business as well as communication disciplines most typically practiced in organizations operating internationally in global markets. The practical approach with its intensive learning sprees aims to give students a solid basis on top of which they can build their careers and grow into leaders in their field.

### Key learning outcomes of the Degree Programme

The goal of the degree programme is to deepen the communication management and leadership skills needed in the field of communication in international and global settings. During the course of the programme, the students will learn skills that help them become trusted counselors and professionals within their respective communities.

### Professional growth

Upon graduation, students gain an internationally recognized degree called Master of Business Administration with a specialization in Communication Management.

### Balanced semester offering

The curriculum of the programme has been designed to mirror everyday business to the extent possible without forgetting the needed academic discipline and rigour. The studies have been divided into semesters so that students have a choice of entities that make use of various virtual tools as well as entities containing intensive study periods.

### Curriculum

- [Structure, Content and Extend of the DP](#) >>>>
- [Recommended Study Schedule](#) >>>>
- [Courses](#) >>>>

# Degree Programme in Communication Management

COMMA programme proved to be an indispensable corner stone while building my identity as a re-born communications professional. Having worked in communications for many years, COMMA deepened my knowledge, gave new tools for strategic planning and helped to see the forest for the trees. Sharing experiences with other highly motivated comms professionals was enlightening — and great fun!

Veera Ristikartano, Communications Coordinator, Helsinki University Library

The Communication Management degree programme is designed to offer learning opportunities that enhance the skills and competencies of professionals working in the field of marketing, media or communications. Its design adheres to everyday business as well as communication disciplines most typically practiced in organizations (private/public) operating internationally and/or globally.

During the course of the programme, the students will learn skills that help them become trusted counselors and professionals within their respective communities. The hands-on approach with its intensive learning sprees aims to give students a solid basis on top of which they can build their careers and grow into leaders in their field.

## Master's degree studies that begin in August 2015

- campus: Pasila
- title: Master of Business Administration, 90 credit points (ECTS)
- application period is from 7 January to 27 February 2015 at 3 pm Finnish time (+2 hrs GMT)
- [Application information](#) on HAAGA-HELIA's website
- [Application information](#) and [application form](#) on studyinfo.fi website
- [application statistics](#)

# Applying for the DP in Communication Management, Master education, Pasila campus

## General information

You can apply to HAAGA-HELIA's Master degree programmes conducted in English with our direct application form. These programmes are not part of the joint application system.

You can choose maximum five study options in order of their preferences. Please notice that the order of preference of your study options is binding and it cannot be changed after the application period has ended. You can be admitted as student to only one of your study options. The application system will offer you a study place in the study option which is highest on your list of preferences and in which you have received enough admission points to be selected. For more information, please see section "Timetable for selection, confirming a study place, enrolling in a university, checking of educational certificates".

Please find below information about the entrance examination of DP in Communication Management (Master), part-time studies. Furthermore there are detailed guidelines for applying through the direct application system.

It is strongly recommended to read this guidelines very carefully before submitting your application.

## Programme specific information

- Degree: Master of Business Administration, in Finnish Tradenomi (ylempi AMK)
- Extent: 90 credit points (ECTS)
- Language: English
- Intake: 23 students per year
- Place: Finland Helsinki, HAAGA-HELIA UAS, Pasila campus
- Online [application form](#) during the application period
- The application period is from 7 January to 27 February 2015. Online application closes at 3 pm Finnish time (+2 hrs GMT) on 27 February 2015
- The entrance examination will be held on 21 April 2015 at Pasila campus
- Application results will be published at [www.studyinfo.fi](http://www.studyinfo.fi) by 1 July 2015 at the latest
- The studies begin in August 2015

## Eligibility to apply

Eligibility to apply for Degree Programme in Communication Management (Master) is a Bachelor's Degree in a relevant field which contains minimum 15 ECTS credits studies in organizational communication, marketing communication, and/or journalism (these studies may have been accomplished as part of the bachelor's degree or in other comparable studies) and at least three years of work experience after their B.Sc. degree in the field of organizational communication, marketing or media before 31 July 2015. Those applicants who have got a Finnish Certificate called 'Opistoaste' or 'korkea-asteen tutkinto' and who thereafter have got a polytechnic or university

degree, can also include work experience, i.e. the required work experience, which was carried out after the 'Opistoaste' or 'korkea-asteen tutkinto'. Note that this Certificate level of education mentioned is not being offered any more.

Any work experience must have been obtained **no later than 31 July 2015 for the spring application period**. Part-time work will be converted into full-time equivalents such that 150 hours or 20 full working days (at least 7 hours per day) correspond to one month of work. Work experience does not have to be continuous or obtained working for the same employer. Work experience will only be accepted if it is verified by a certificate provided by the employer. Entrepreneurship will be accepted as work experience if an applicant can produce a certificate attesting that he or she is or has been covered under the statutory YEL or MYEL pension scheme for entrepreneurs. No periods of practical work placements or on-the-job learning included in a degree used to apply will be counted towards work experience. Military or non-military national service or child-care leave will not be counted towards work experience.

You can count your full time work experience yourself or use free counters in the net, such as <http://www.timeanddate.com/date/duration.html>.

The degree used in the application procedure must be completed such that the copy of the certificate will arrive to admission services **no later than 3 pm <sup>[1]</sup> on 17 July 2015**. However, a degree taken abroad must be complete by the end of the application period if the applicant is not an EU/EEA citizen. In order to prove their eligibility to apply, anyone applying with a non-Finnish degree must submit a copy of the certificate used as the basis for application and its Finnish, Swedish or English translation supplied by an official (authorised) translator to the admission services. Copies of certificates must arrive at the admission services **no later than 3 pm on 27 February 2015**. This does not apply to applicants who are EU/EEA citizens graduating during the application period.

If an applicant is a refugee or in a refugee-like situation and is unable to submit documentary evidence of his or her qualification, a university of applied sciences may invite the applicant to take an entrance examination even if the UAS is not using discretionary admission. In such cases, the applicant must have an official decision attesting to his or her refugee status (a decision on asylum or a residence permit granted on the basis of a need for protection). The applicant must submit a copy of such decision to the admission services by 3 pm on 27 February 2015.

Degree and employment certificates will be checked for those admitted at the beginning of the studies.

### **Student selection**

Student selection will be carried out solely on the basis of the entrance examination. The maximum score for the entrance examination is 100 points and applicants must score at least 25 points in it. Language proficiency will be assessed in connection with the entrance examination. An entrance examination consist of the following sections:

Advance assignment	min 10 points / max 40 points
Exam, written section	min 10 points / max 40 points
Exam, interview	min 5 points / max 20 points

## **Entrance examination and advance assignment**

If qualified, you will receive an invitation letter to the examination and to the interview together with the instructions for the advance assignment. Send an e-mail to the admission services confirming your attendance at the entrance examination by April 14 2015. Advance assignment have to be submitted to the entrance examination. Entrance examination will be held on 21 April 2015 at Pasila campus.

Please note that the programme does not organize entrance examinations abroad.

## **Selection between applicants with equal admission scores**

In cases of equal admission scores, applicants will be ranked on the following grounds:

1. the preferred programme ranking on the application form;
2. written exam;
3. interview;
4. advance assignment.

If these criteria fail to produce a difference between tied applicants, the applicants will be automatically ranked by lots drawn by a computer system.

## **On this section you will find instructions on how to apply through the HAAGA-HELIA 's direct application system**

### **Application via internet and application form**

The application period is 7 January – 27 February 2015 at 3 pm to the Master programmes conducted in English at [www.studyinfo.fi](http://www.studyinfo.fi). Please note that you can choose a maximum of five study options all together.

### **In Studyinfo, you can move to the application form**

- via a direct link in the application calendar
- or you can move to the application form from the presentation of the degree programme via the “Fill in application” button.

You can fill in the electronic application form either as a registered applicant in Studyinfo or without registering. You will receive your own application number, which you can use when in contact with admission services.

In [www.studyinfo.fi](http://www.studyinfo.fi) you will also find My Studyinfo service, which you can use throughout the whole application process. To use the service, you will need personal access codes of a Finnish bank or an identity card with Finland's Population Register Centre's Citizen Certificate (“electronic identity card”, granted by the Finnish Police).

By signing in to the My Studyinfo service, you can

- make changes to your application (NB. preference ranking of study options cannot be changed after the application period has ended)
- print out your application form
- accept a study place

### **Changing and submitting the application**

The applicant may change his/her study options and order of preference until the end of the application period in My Studyinfo service in [www.studyinfo.fi](http://www.studyinfo.fi). Once the application period has ended, the study options or the order of preference can no longer be changed. Changes in address, other relevant personal details or grades of educational certificates can be made after the end of the application period: Changes affecting pre-selection to entrance examinations must be made by 13 March 2015 at 3 pm at the latest. Changes affecting final selection must be made by 13 May 2015 at 3 pm at the latest in writing by sending an email to the Admission Services at [admissions@haaga-helia.fi](mailto:admissions@haaga-helia.fi).

If you save your e-mail address on the application form, the system will send you an automatic confirmation of receiving your application right after the application form has been saved.

### **If you cannot apply via internet**

If you do not have the chance to apply with the electronic application form, you can also fill in a paper application form. You can order the paper application form from the admission services during the application period. When ordering the paper application form, please inform the admission services of all the degree programmes you are applying to (name of the study option) and of your postal address.

The applicant is responsible for providing the application and the application documents by the deadline. University of applied sciences do not take any responsibility for incomplete or missing applications or other documents.

### **Applying through discretionary admission**

HAAGA-HELIA University of Applied Sciences does not use discretionary admission in Degree Programme in Communication Management (Master).

### **Timetable for selection, confirming a study place, enrolment, checking of educational certificates**

#### **Timetable for selection**

You may be selected to only one of your study options and you may accept only one of HAAGA-HELIA's Master level study places conducted in English during one academic term (1.8–31.12.2015). HAAGA-HELIA's Degree Programmes conducted in English are not part of Joint Application System. One-Place-Per Student Provision does not concern this programme.

The application system offers you a study place in the highest possible study option on your ranking in which you have received enough admission points. The lower study options on your ranking will thus be cancelled.

The results of the student selection will be published in Studyinfo in the My Studyinfo section on 1 July 2015 at the latest. NB. The final results may become available earlier. You must confirm your study place by 15 July 2015 at 3 pm Finnish time at the latest. You can confirm your study place via internet in Studyinfo through My Studyinfo using strong electronic identification, e.g. account codes of a Finnish bank, or by submitting a paper confirmation form to the admission services of HAAGA-HELIA by the deadline.

### **If you have been selected to a lower study option and are waiting for a reserve place from a higher study option**

After the selection propositions to all programmes in the direct application have been made, if you are on the reserve list to a higher study option and you have been selected to a lower study option, you can accept the study place conditionally and wait for a study place to become available from your higher study option. In case a study place becomes available from your higher study option, you are bound to accept that study place and the study place you have accepted conditionally will be cancelled.

If you wish, you can change your conditional acceptance of a study place into a binding confirmation of your study place. Waiting on the reserve list ends on 12<sup>th</sup> August 2015 at 3 p.m. Finnish time. If you are not selected to a higher study option by then, the study place you originally accepted conditionally will become your confirmed study place.

### **If you are not selected to any of your study options by 1 July 2015**

If you are not selected to any of your study options by 1<sup>st</sup> July 2015, but you remain on the reserve list to some of your study options, you still have a chance to be selected from the reserve list until 12<sup>th</sup> August 2015 at 3 p.m. Finnish time. Those selected on or after the 1<sup>st</sup> July 2015 will be notified separately about when they need to accept the study place by returning the confirmation form at the latest.

### **Confirming a study place**

You must confirm your study place by 15 July 2015 at 3 p.m. Finnish time at the latest in the My Studyinfo service at [www.studyinfo.fi](http://www.studyinfo.fi). You can also accept your study place by returning the paper confirmation form sent to you with your acceptance letter. With the confirmation you announce that

- you accept the offered study place, or
- you accept the offered study place but remain on the reserve list for a higher study option, or
- you do not accept the offered study place.

The confirmation of study place is binding: You cannot change it or undo it. Do not accept the study place until you are sure that you want to accept it, but remember to consider the deadline for confirming your study place. You will lose your study place if you do not accept it by the deadline. If you use the paper confirmation form (and not the electronic one in Studyinfo), please remember that it must arrive in HAAGA-HELIA University of Applied Sciences by the deadline. HAAGA-HELIA University of Applied Sciences is not responsible for any delays due to the postal service.

Confirmation of study place can only be changed if the applicant has received incorrect or inadequate information from the university of applied sciences before he/she has confirmed the study place. In such case, the applicant must address a written request for rectification with well-



grounded reasons to the university of applied sciences / admission services, from which he/she has accepted a study place.

As from the joint application of autumn 2014, universities may reserve some of the study places in the joint application to so called first-time applicants to higher education, i.e. to persons who have not earlier completed a degree in higher education according to the Finnish educational system or accepted a study place leading to a degree in higher education. Persons who have accepted a study place in education leading to a degree in higher education where the education has started in the spring of 2014 or earlier are also considered as first-time applicants.

If you accept a study place in the joint application or in a direct application in the spring 2014 applications, you will not be considered as first-time applicant in future applications. This does not prevent you from applying later to another study option but then your application will be considered in the quota for applicants who are already studying in a higher education institution or who have already completed a degree in higher education.

HAAGA-HELIA University of Applied Sciences will not reserve study places for first-time applicants in the 2015 joint application.

### **Enrolment for the University of Applied Sciences**

According to the Government proposal (243/2014) the student's right to enrol for non-attendance for the first academic year would be restricted.

According to the proposal, after accepting the study place the student could only enrol for non-attendance at the beginning of the studies due to compulsory or voluntary military service, maternal, paternal or parental leave or if s/he is unable to begin studies due to illness or injury.

More information on the Government proposal at <https://www.finlex.fi/fi/esitykset/he/2014/20140243> (in Finnish / Swedish).

### **Checking of school and other relevant certificates**

The admission of a student is conditional until the university of applied sciences has checked the applicant's original school and other relevant certificates. The university of applied sciences will withdraw the admission, if the applicant does not provide his/her certificates by the deadline stated in the acceptance letter or if he/she has given inadequate or false information about his/her grades or other factors.

### **Accessibility in student admissions**

A person invited to sit an entrance examination may submit a separate application to request the right to special arrangements for taking the examination. The application should indicate the types of special arrangements being requested and the grounds for the request. The applicant should enclose with the application copies of the certificates that he or she invokes. Depending on the university of applied sciences, applications may either be made informally or using a specific form.

Decisions on special arrangements for entrance examinations are specific to each programme choice and a decision is only valid on a specific examination date (not for several years running). If a

person later signs up to apply to the same or some other programme, he or she will have to reapply for special arrangements for the relevant entrance examination.

In cases where a hindrance already exists during the application period, requests for special arrangements for entrance examinations must be submitted no later than 13 March 2015. Applications for special arrangements should be submitted to HAAGA-HELIA's admission services.

### **Compensation of prior knowledge and skills**

In HAAGA-HELIA's view knowledge and skills already acquired need not be studied again. This makes completing the degree easier and faster. When the applicant has been selected as student, confirmed his/her study place and started the studies, he/she can apply for recognition of prior learning (RPL). New students receive information on how to apply for recognition of prior learning (RPL). For example, compulsory or alternative courses of HAAGA-HELIA can be compensated with corresponding studies completed in other universities or UAS's. In addition, such studies can be included in optional studies. Knowledge and skills acquired in working life or in other educational institutions can be demonstrated according to separate instructions of each degree programme.

### **Appeal**

In case the applicant finds that the selection has not been made according to the criteria, he/she should first contact the admission services of the university of applied sciences. If the matter is not resolved, the applicant may appeal in writing to the HAAGA-HELIA University of Applied Sciences Collegiate body within 14 days of receiving the notification of the decision. The period allowed for the delivery of the notification letter is 7 days from the posting of the letter from HAAGA-HELIA. HAAGA-HELIA University of Applied Sciences notifies applicants of the decision with a regular notification by post. The notification date of the decision is not included in the 14-day appeal period. The appeal should be sent by post to the admission services. HAAGA-HELIA University of Applied Sciences is not responsible for any delays due to the postal service.

During the previous application processes the following are examples of reasons for appeal which have not changed the decision made on selection: late arrival of any certificates, or deadlines have not been followed.

### **Further information**

For further information please contact:

HAAGA-HELIA University of Applied Sciences  
Admission Services  
Ratapihantie 13  
00520 Helsinki  
Finland

Tel. +358 (0)400 230409 9am - 3pm Finnish time (+2 hrs GMT)

Email: [admissions@haaga-helia.fi](mailto:admissions@haaga-helia.fi)

Right to changes reserved.

# Application statistics of DP in Communication Management, Pasila campus

<b>Studies begins</b>	<b>Number of applicants</b>	<b>Student intake</b>	<b>The lowest accepted score before the exam / max score</b>	<b>The lowest accept score after the exam / max score</b>
August 2014	80	23	all eligible applicants	78/100
August 2013	73	20	all eligible applicants	74/100
August 2012	66	20	all eligible applicants	70,4/100

# Structure, Content and Extent of the DP in Communication Management

The Curriculum for studies starting in autumn 2014.

<b>Profile of the Degree Programme in Communication Management</b>	<b>ECTS</b>
<b><i>Work Development Methods</i></b>	<b>15</b>
Applied Research and Development	5
Tools for Analysing and Forecasting	5
Project Management	5
<b><i>Leadership and Work Community</i></b>	<b>15</b>
Leadership Communication	5
Leading Change	5
Strategy in Practice	5
<b><i>DP Specific Advanced Professional Studies</i></b>	<b>5</b>
Planning and Leading Communications	5
<b><i>Elective Advanced Professional Studies*</i></b>	<b>20</b>
Organization, Diversity, and Employees	5
Stakeholder Communications	5
Media & Public Relations	5
Issue/Crisis Communication	5
Current Trends: Integrated Marketing Communications	5
<b><i>Thesis: Research and Development Project</i></b>	<b>30</b>
<b><i>Free-choice Studies</i></b>	<b>5</b>
<b>Total</b>	<b>90</b>

\* Minimum of 10 ECTS from Communication Management offering, maximum of 10 ECTS from other HH Master's Degree Programmes or other Master's level courses (to be agreed separately)

**The Curriculum for studies started before autumn 2014.**

<b>Profile of the Degree Programme in Communication Management</b>	<b>ECTS</b>
<b><i>Research/Methods (compulsory)</i></b>	<b>15</b>
Research Methodology*	5
Project Management	5
Communication Research & Academic Writing	5
<b><i>Leadership (compulsory)</i></b>	<b>15</b>
Strategy in Practice	5
Planning and Leading Communications	5
Manager Communications	5
<b><i>Advanced Professional Studies (electives)**</i></b>	<b>25</b>
Change & Communication	5
Issue/Crisis Communication	5
Organization, Diversity, and Employees	5
Stakeholder Communications	5
Media Relations/Training	5
Current trends: Integrated Marketing Communications	5
<b><i>Thesis: Research and Development Project***</i></b>	<b>30</b>
<b><i>Free-choice studies</i></b>	<b>5</b>
<b>Total</b>	<b>90</b>

\* Chosen from the methodology course offering of the Master's DPs in HAAGA-HELIA.

\*\* Minimum of 15 ECTS from the Communication Management offering, max. 10 ECTS from other HAAGA-HELIA master's degree programmes or other comparable courses (to be agreed separately).

\*\*\* Thesis work to start immediately, and it is planned to spread across semesters. Estimated workload per semester = 5 + 5 + 5 + 15.

# Recommended Study Schedule (Curriculum 2013)

Students entering the DP in Communication Management are recommended to follow the suggested curriculum and achieve their master's degree in 1,5 - 2 years. The recommended schedule naturally emerges from the course offering.

The programme combines various modes of study to allow working while studying. The face-to-face contact hours are scheduled for evenings and/or mornings and weekends; there will also be virtual/online work as well as intensive seminars.

The programme consists two compulsory modules that cover research and methodology as well as leadership (15 ECTS each). The advanced professional studies (25 ECTS) allow the students to elect a minimum of 15 ECTS from their own DP offering, and the rest from other programmes' offering (subject to limitation in the number of students admitted for the courses). Additionally, the students have a choice of 5 ECTS of free-choice studies from the wider HH offering or other universities/ universities of applied sciences.

Please note that students will start working on their thesis from the very beginning of the programme. Therefore, it is suggested that students have their thesis topic ideas when they start their studies.

## Degree Programme in Communication Management offering per semester (Curriculum 2013)

	1. Semester	2. Semester	3. Semester	4. Semester	Total 90
Research & Methods (Compulsory)	<i>Conducting Qualitative Research (5 ECTS)</i> - OR - <i>Research and Development Methods (5 ECTS)</i> - OR - <i>Action and Constructive Research (5 ECTS)</i>		<i>Project Management (5 ECTS)</i>		15
	Communication Research & Academic Writing (5 ECTS)				
Leadership (Compulsory)		<i>Strategy in Practice (5 ECTS)</i>			15

		Planning and Leading Communications (5 ECTS)	Manager Communications (5 ECTS)		
Advanced Professional Studies (Elective*)	Current trends: Integrated Marketing Communications (5 ECTS)	Change & Communication (5 ECTS)	Issue/Crisis Communication (5 ECTS)		25
	Media Relations/Training (5 ECTS)	Organization, Diversity, and Employees (5 ECTS)	Stakeholder Communications (5 ECTS)		
Thesis / Research & Development Work	Thesis seminar	Thesis seminar	Thesis seminar	Thesis seminar	30
Free-choice Studies	Free-choice				5

\* = Minimum of 15 ECTS from Communication Management offering, max. 10 from other HH Master's Degree Programmes or other Master's level courses (to be agreed separately)  
*Italics* = Common courses for all master's programmes (not organized by Communication Management)

# Course list (Curriculum 2013)

Degree Programme in Communication Management (Master)		Code	ECTS
<b>Compulsory studies</b>			
<b>Research and Methods</b>			<b>15</b>
	Conducting Qualitative Research OR	<a href="#">MGT2LG101</a>	5
	Research and Development Methods OR	<a href="#">ISM2TX100</a>	5
	Action and Constructive Research	<a href="#">YMA2RQ026</a>	5
	Project Management	<a href="#">MGT2LG103</a>	5
	Communication Research and Academic Writing	<a href="#">COM2LJ001</a>	5
<b>Leadership</b>			<b>15</b>
	Strategy in Practice	<a href="#">MGT2LJ001</a>	5
	Planning and Leading Communications	<a href="#">COM2LJ002</a>	5
	Manager Communications	<a href="#">COM2LJ003</a>	5
<b>Advanced Professional Studies</b>			<b>25</b>
	Change & Communication	<a href="#">COM4LJ005</a>	5
	Issue/Crisis Communication	<a href="#">COM4LJ006</a>	5
	Organization, Diversity and Employees	<a href="#">COM4LJ007</a>	5
	Stakeholder Communications	<a href="#">COM4LJ008</a>	5
	Media Relations/Training	<a href="#">COM4LJ009</a>	5
	Current trends: Integrated Marketing Communications	<a href="#">COM4LJ012</a>	5
<b>Thesis / Research &amp; Development Project</b>			<b>30</b>
	Thesis - Thesis Seminar	<a href="#">COM7LJ011</a>	30
<b>Free-choice studies</b>			<b>5</b>
<b>Total</b>			<b>90</b>



# Course list (Curriculum 2014)

<b>Degree Programme in Communication Management (Master)</b>	<b>Code</b>	<b>ECTS</b>
<b>Compulsory studies</b>		
<b>Work Development Methods</b>		<b>15</b>
Applied Research and Development	<a href="#">MET2HY201</a>	5
Tools for Analysing and Forecasting	<a href="#">MET2HY202</a>	5
Project Management	<a href="#">MET2HY203</a>	5
<b>Leadership and Work Community</b>		<b>15</b>
Leadership Communication	<a href="#">MGT2HY201</a>	5
Leading Change	<a href="#">MGT2HY202</a>	5
Strategy in Practice	<a href="#">MGT2HY203</a>	5
<b>DP Specific Advanced Professional Studies</b>		<b>5</b>
Planning and Leading Communications	<a href="#">COM2LJ002</a>	5
<b>Elective Advanced Professional Studies</b>		<b>25</b>
Issue/Crisis Communication	<a href="#">COM4LJ006</a>	5
Organization, Diversity and Employees	<a href="#">COM4LJ007</a>	5
Stakeholder Communications	<a href="#">COM4LJ008</a>	5
Media & Public Relations	<a href="#">COM4LJ013</a>	5
Current trends: Integrated Marketing Communications	<a href="#">COM4LJ012</a>	5
<b>Thesis: Research and Development Project</b>		<b>30</b>
Thesis - Thesis Seminar	<a href="#">COM7LJ011</a>	
<b>Free-choice studies</b>		<b>5</b>
<b>Total</b>		<b>90</b>