

Degree Programme in Communication Management, Pasila campus, Master education

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Degree Programme in Communication Management in a Nutshell

Name of qualification:	Master of Business Administration
Level of qualification:	Master's degree
ECTS credits:	90 ECTS
Official length of the programme:	1,5 - 2 years
Mode of Study:	Part-time Master's programme <ul style="list-style-type: none">• See Degree Regulations >>• See assessment process >>
Assessment:	
Programme contents:	Core studies, Elective studies, Master's thesis including Maturity Examination
General arrangements for the accreditation of prior learning:	See HAAGA-HELIA's arrangements for the accreditation of prior learning >> Act of Polytechnics 9.5.2003/351 20§
Admission requirements:	<ul style="list-style-type: none">• Before applying see the admission criteria at www.studyinfo.fi !• Non-Degree studies at HAAGA-HELIA >>
Access to further study:	<ul style="list-style-type: none">• University studies
Internationalization:	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.
Employment opportunities after graduation:	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.
Cooperation with working life and with other associates:	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

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- [Recommended Study Schedule >>>](#)
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Structure, Content and Extent of the DP in Communication Management

The Curriculum for studies starting in autumn 2014.

Profile of the Degree Programme in Communication Management ECTS

<i>Work Development Methods</i>	15
Applied Research and Development	5
Tools for Analysing and Forecasting**	5
Project Management**	5
<i>Leadership and Work Community</i>	15
Leadership Communication	5
Leading Change	5

Strategy in Practice	5
<i>DP Specific Advanced Professional Studies</i>	5
Planning and Leading Communications	5
<i>Elective Advanced Professional Studies*</i>	20
Organization, Diversity, and Employees	5
Stakeholder Communications	5
Media & Public Relations	5
Issue/Crisis Communication	5
Current Trends: Integrated Marketing Communications	5
Excellence in Case Solving Skills**	5
<i>Thesis: Research and Development Project</i>	30
<i>Free-choice Studies</i>	5
Total	90

* 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)

**Excellence in Case Solving Skills course (MET4HY201) can replace one of the following courses: Project Management (MET2HY203) or Tools for Analysing and Forecasting (MET2HY202).

The Curriculum for studies started before autumn 2014.

Profile of the Degree Programme in Communication Management ECTS

<i>Research/Methods (compulsory)</i>	15
Research Methodology*	5
Project Management	5
Communication Research & Academic Writing	5
<i>Leadership (compulsory)</i>	15
Strategy in Practice	5
Planning and Leading Communications	5
Manager Communications	5
<i>Advanced Professional Studies (electives)**</i>	25
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
Thesis: Research and Development Project***	30
Free-choice studies	5
Total	90

* 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

	<i>Conducting Qualitative Research (5 ECTS)</i>				
	- OR -				
Research & Methods (Compulsory)	<i>Research and Development Methods (5 ECTS)</i>		<i>Project Management (5 ECTS)</i>		15
	- OR -				
	<i>Action and Constructive Research (5 ECTS)</i>				
	Communication Research & Academic Writing (5 ECTS)				
		<i>Strategy in Practice (5 ECTS)</i>			
Leadership (Compulsory)		Planning and Leading Communications (5 ECTS)	Manager Communications (5 ECTS)		15
	Current trends: Integrated Marketing Communications (5 ECTS)	Change & Communication (5 ECTS)	Issue/Crisis Communication (5 ECTS)		
Advanced Professional Studies (Elective*)	Media Relations/Training (5 ECTS)	Organization, Diversity, and Employees (5 ECTS)	Stakeholder Communications (5 ECTS)		25
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 2014)

Degree Programme in Communication Management (Master) Code	ECTS
Compulsory studies	
Work Development Methods	15
Applied Research and Development	MET2HY201 5
Tools for Analysing and Forecasting	MET2HY202 5
Project Management	MET2HY203 5
Leadership and Work Community	15

Leadership Communication	MGT2HY201	5
Leading Change	MGT2HY202	5
Strategy in Practice	MGT2HY203	5
DP Specific Advanced Professional Studies		5
Planning and Leading Communications	COM2LJ002	5
Elective Advanced Professional Studies		25
Issue/Crisis Communication	COM4LJ006	5
Organization, Diversity and Employees	COM4LJ007	5
Stakeholder Communications	COM4LJ008	5
Media & Public Relations	COM4LJ013	5
Current trends: Integrated Marketing Communications	COM4LJ012	5
Excellence in Case Solving Skills*	MET4HY201	5
Thesis: Research and Development Project		30
Thesis - Thesis Seminar	COM7LJ011	
Free-choice studies		5
Total		90

*Excellence in Case Solving Skills course (MET4HY201) can replace one of the following courses: Project Management (MET2HY203) or Tools for Analysing and Forecasting (MET2HY202).