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Alumni survey

FORMER MASTER STUDENTS IN STRATEGIC COMMUNICATION: CAREER PATHS AND REFLECTIONS
ONLINE SURVEY CONDUCTED OCTOBER–NOVEMBER 2017



High response rate!

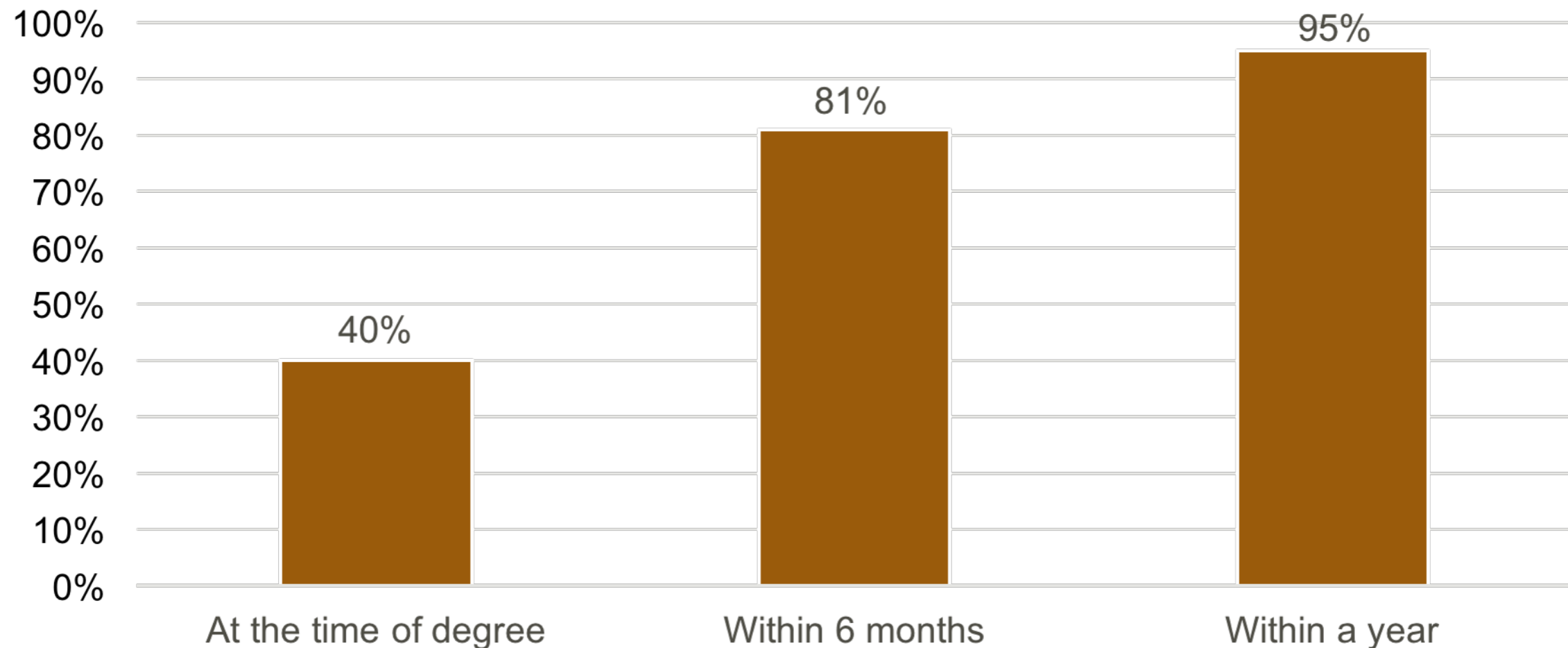
75% of the master alumni* graduated in 2014–2016 responded to the alumni survey.



*Respondents: 58 out of 77 alumni. 29 out of 36 alumni (81%) that studied a master in strategic communication and 29 out of 41 alumni (71%) that studied a master in strategic public relations.



95% get first employment within a year



Frequent titles amongst alumni first employment: Consultant or specialist (23%), Communicator or Strategic Communicator (21%) and Manager (16%).



Alumni work with strategic communication

Titles

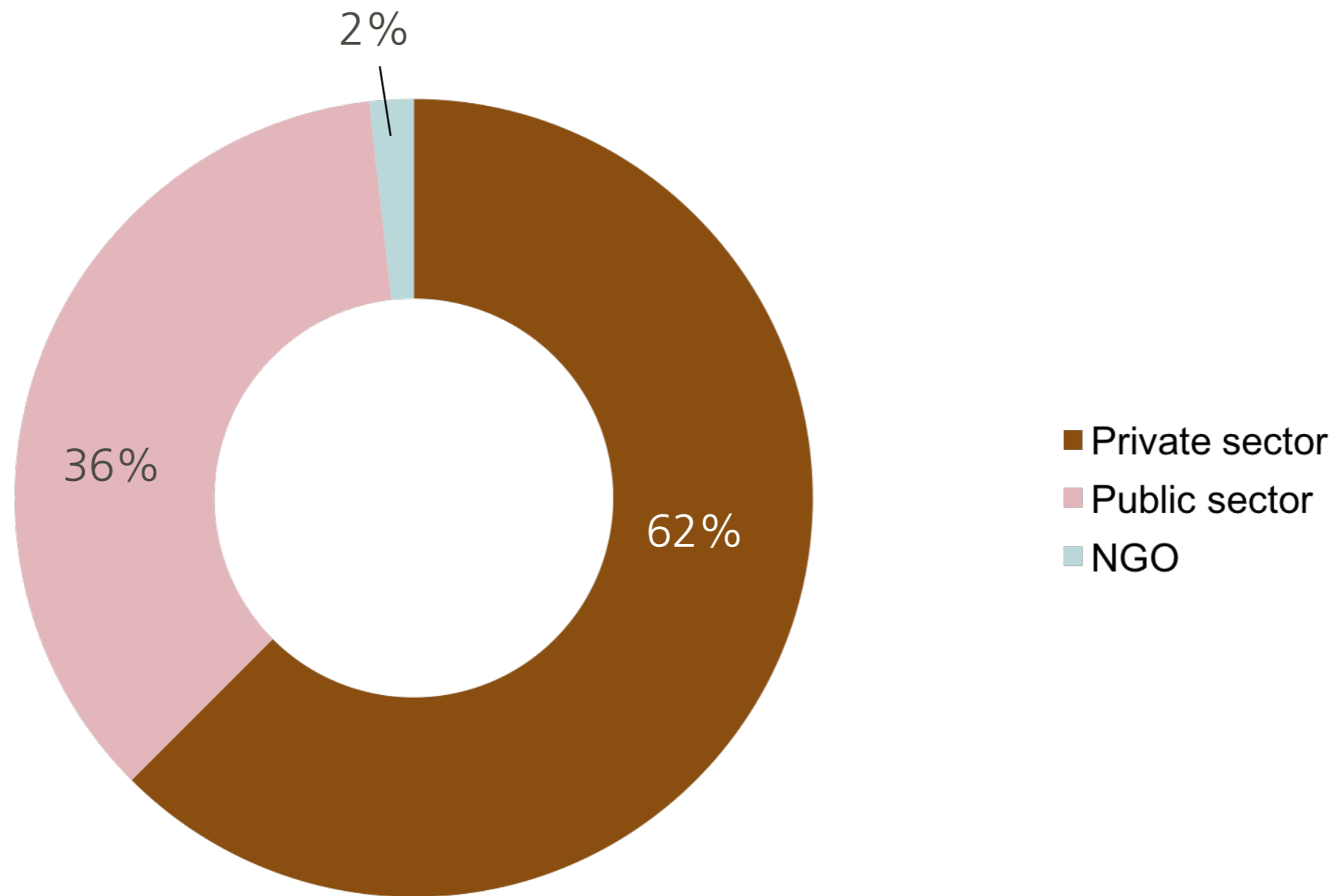
- Manager
- Consultant, specialist or analytical roles
- Communicator or Strategic Communicator

Work duties

- Digital media management
- Internal communication
- Planning and creation of communication strategies
- Analysis of trends, business environment, digital media and policy
- Copy and content
- Media relations
- Marketing



A majority is employed in the private sector*



* A majority of the alumni students participating in the survey work in Scandinavia, in which strategic communication employment opportunities in the public sector are frequent.



The alumni of the Master's programme in strategic communication are especially pleased with the following:

Very satisfied as excellent mixture of theory and practice was involved.

Focus on campaigns and strategies and projects/team work was very fruitful.

Because of the environment and the high academic standard.

The teachers that worked with us were very competent and committed.

I am very satisfied with the strategic mind-set.

I strongly recommend it to my friends.





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