



LUND  
UNIVERSITY

# Alumni survey

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



# High response rate!

---

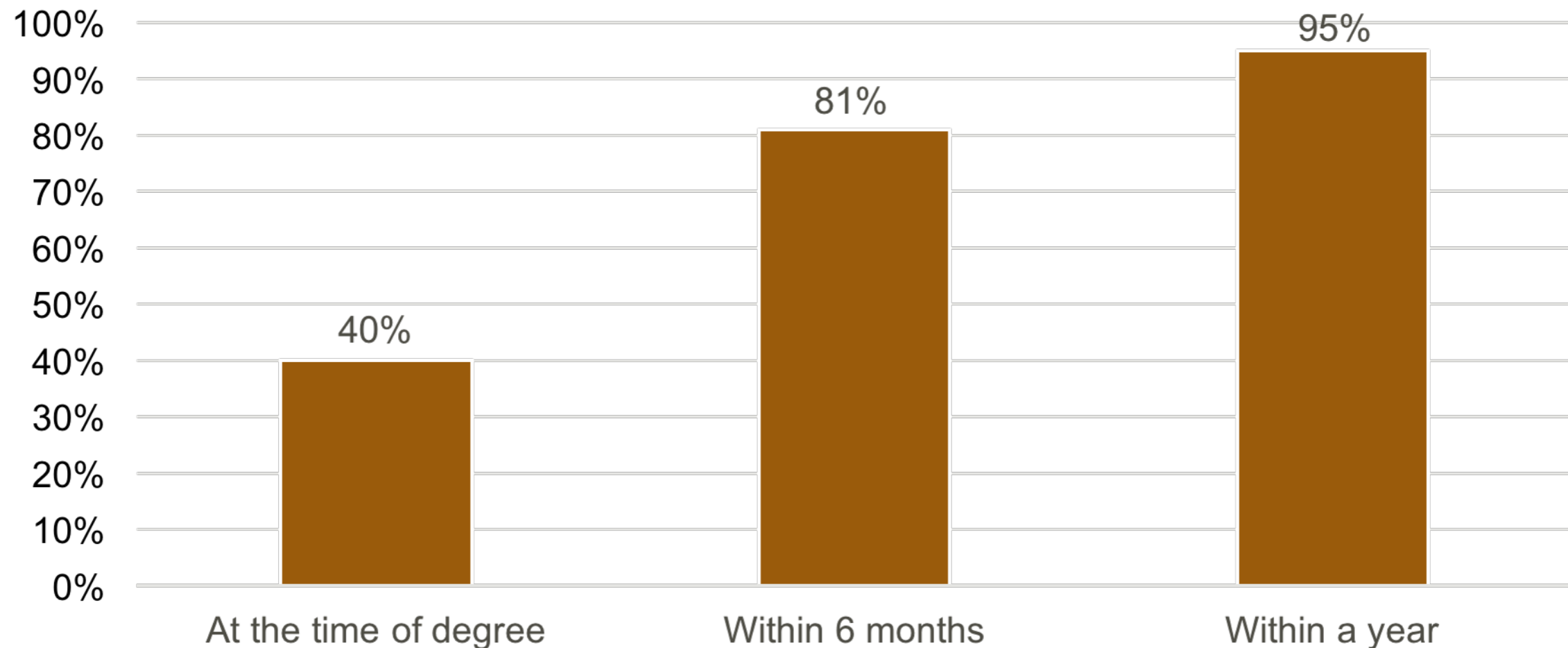
75% of the master alumni\* graduated in 2014–2016 responded to the alumni survey.



\*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

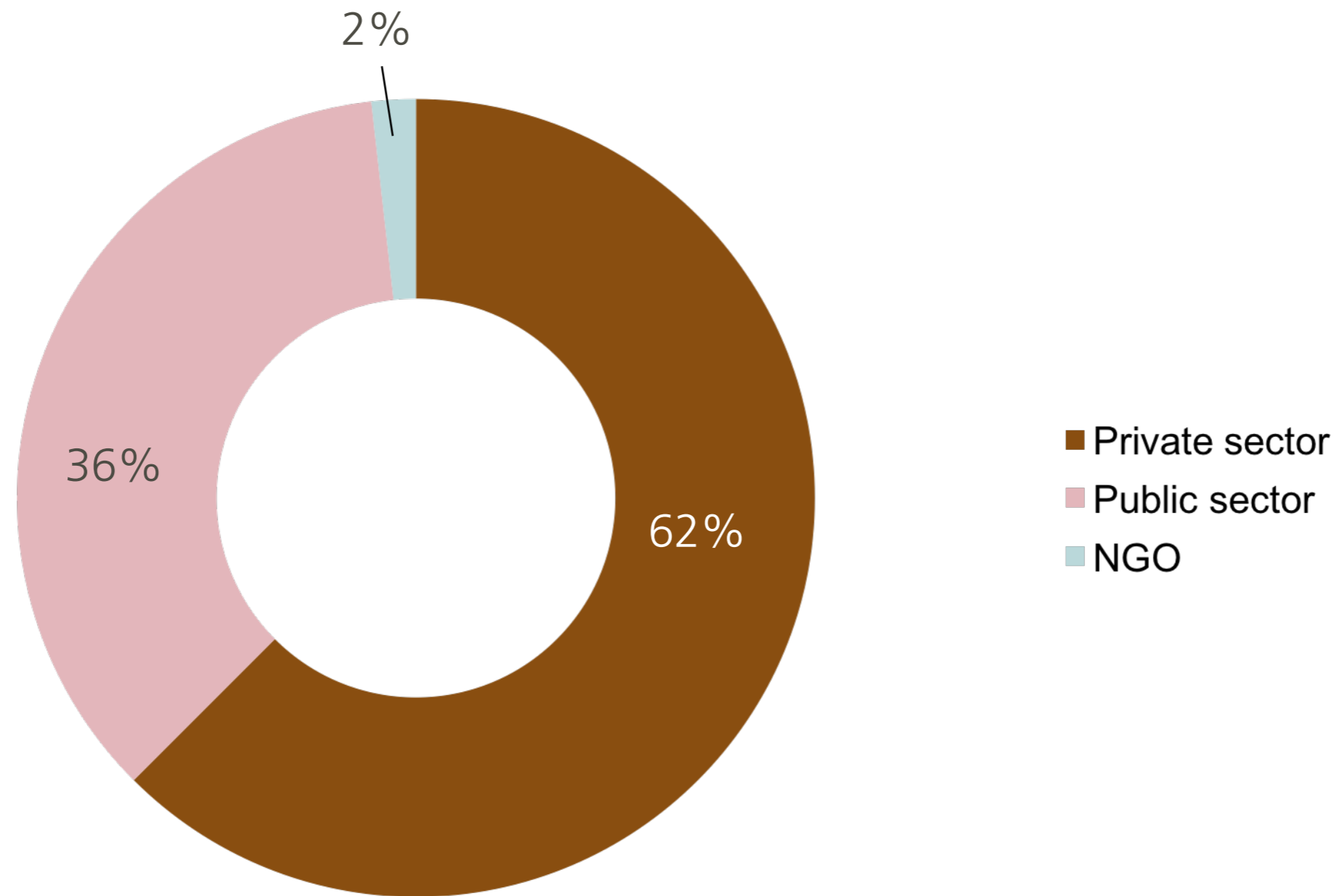
## **Work duties**

- 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 the in survey work in Scandinavia in which opportunities to public sector employment in strategic communication are frequent.



# The master alumni in strategic communication are especially pleased with 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.





**LUND**  
**UNIVERSITY**