JÖNKÖPING UNIVERSITY
School of Education and Communication

PROGRAMME SYLLABUS

Sustainable Communication (Two Years), 120 credits

Sustainable Communication (Two Years), 120 högskolepoäng

Programme Code:	LAS20	Programmestart:	Autumn 2026
Confirmed:	Feb 25, 2026	Education Cycle:	Second-cycle level
Revised:	Feb 27, 2026		

Title of qualification

Degree of Master of Social Science (120 credits) with a major in Media and Communication Science

Filosofie masterexamen med huvudområdet medie- och kommunikationsvetenskap

Programme overview

The master's programme Sustainable Communication (Two Years) provides a deepened education in the field of media and communication for students already holding a bachelor degree. The master's programme prepares students for the possibilities to apply for further education on third cycle, i.e. doctoral programmes.

One academic year consists of 40 study weeks, divided in two semesters. This is equivalent to 60 credits (60 hp). Each study week consists of 1.5 credits (1,5 hp) that correspond to 40 hours of study.

The programme has a special focus on sustainability in relation to media and communication. The workings of the media, both digital and traditional, and the ways public and private organizations communicate within society, are conceived as having an important impact for the achievement of environmental, social and economic sustainability. Closely related to this approach, are also perspectives that focus on media and communication in relation to globalization and development. The programme approaches this focus from a theoretical, methodological and communication professional point of view. The master's programme prepares the students for the possibilities to apply for further education on second and third cycles.

The programme offers theoretical courses in a total of 67.5 credits, aiming at deepening the student's knowledge on media and communication in relation to sustainability, globalization and development, two 7.5-credit courses in methods with the aim of fostering a reflective scientific approach, a 7.5-credit work placement course aiming to develop the students' professional communication skills, and two 15-credit thesis courses. The theses projects in media and communication should cover a topic that is closely related to sustainable communication, and the second thesis may be written in the form of a scientific article. Each course has its own syllabus with specific prerequisites. The organisation of the courses follows a logic progression.

All courses are taught in English.

Objectives

General aims
Second cycle education shall essentially build on the knowledge students acquire in first cycle education or corresponding knowledge. Second cycle education shall involve a deepening of knowledge, skills and abilities relative to first cycle education and, in addition to what applies to first cycle education, shall;

- further develop the students' ability to independently integrate and use knowledge
- develop the students' ability to deal with complex phenomena, issues and situations
- develop the students' potential for professional activities that demand considerable independence or for research and development work

Programme specific learning goals
Specific learning goals for the programme are the following: to deepen the student's understanding about the role that media and communication play in the processes to obtain environmental, social and economic sustainability, and gender equality, to be able to apply this knowledge as a communication professional or in future doctoral studies.

In accordance with the learning outcomes stated in the Higher Education Ordinance (SFS) No. 2014:1096, students shall demonstrate the following:

Knowledge and Understanding
- demonstrate knowledge and understanding in sustainable communication, including both broad knowledge of the field, and specialized knowledge about media and communication in the contexts of sustainability, globalization and development, as well as insights into current research and development work, and
- demonstrate specialised methodological knowledge in media and communication

Skills and abilities
- demonstrate the ability to identify, and to critically and systematically integrate knowledge needed for understanding communicative processes and expectations through perspectives related to sustainability, and to analyse, assess and deal with complex phenomena, issues and situations in this context, even with limited information
- demonstrate the ability to critically and independently use theories and methods to analyse and assess complex phenomena regarding, media and communication in a sustainability context
- demonstrate the ability to identify and formulate issues concerning media and communication and sustainability critically, autonomously and creatively as well as to plan, and using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate required skills for participation in work concerning research and development or autonomous employment in some other qualified capacity

Judgement and Approach
- demonstrate the ability to make assessments in media and communication informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- identify the personal need for further knowledge and take responsibility for his or her ongoing learning

Contents

The programme consists of the following courses. For details about each course please consult the coursescurricula.

Please note that the program table is not a set program structure but an overview of theapproximate time acourse is given.

Courses

Course changes can occur, as long as they do not substantially affect the programme's content and learning goals.

Mandatory courses

Semester	Course Name	Credits	Main field of study	Specialised in	Course Code
1	Technopolitics of Sustainability	15	Media and Communication Science	A1N	L2TOSI
1	Introduction to Sustainable Communication: Communicative Aspects of Sustainability	2.5	Media and Communication Science	A1N	LIAR22

1	Social Sciences of Sustainability	5	Media and Communication Science	A1N	LSTR22
1	Transmedia Storytelling and Design	7.5	Media and Communication Science	A1N	LTSR25
2	Communication and Social change	7.5	Media and Communication Science	A1F	L2CASC
2	Sustainability Challenge	7.5	Media and Communication Science	A1F	L2SCKA
2	Research Methods 2 SusCom	7.5	Media and Communication Science	A1F	LRS225
2	Research Methods 1 SusCom	7.5	Media and Communication Science	A1F	LRSS25
3	Communication Commons and Communities	7.5	Media and Communication Science	A1F	L2CCAC
3	Collaboration, Communication and Sustainability	7.5	Media and Communication Science	A1F	L2CCAS
3	Media Imaginaries and Materialities	15	Media and Communication Science	A1F	L2MIAM
4	Master Thesis in Media and Communication	30	Media and Communication Science	A2E	LMMV23

Teaching and examination

To pass a course, the student needs to fulfil all the course requirements. Examination takes place in the form of written exams, oral exams or term papers. Different methods of examination can be used within a single course. The student will be offered at least three examination opportunities in each examination period. The university is not obligated to offer re-exams in courses that a student already has passed. Mandatory workshops and assignments can exist within a course.

The courses within the programme are graded A-F or Pass (G)/Fail (U). Grades A-E all constitute passing grades and grades FX and F are equal to Fail. For most workshops and mandatory group assignments, only Pass (G) or Fail (U) is given.

Entry requirements

The applicant must hold the minimum of a bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in media and communication studies or social studies including independent, theoretical based work, i.e. a thesis or the equivalent. English 6 in the Swedish upper secondary school system or international equivalent. - Social sciences include areas such as social and behavioural sciences, psychology, sociology, ethnology and human geography, political science, economics and economic history, journalism and information, media and communication studies, library and documentation science, business, commerce and administration, purchasing, sales and distribution, marketing, banking, insurance and finance, accounting and taxation, management and administration, clerical and secretarial services, law and jurisprudence, criminology, anthropology, peace and development studies, human rights, disability science, gender science, etc.

Continuation Requirements

Specific entry requirements within the programme are set out in the courses curricula.

Qualification Requirements

To obtain the Master of Social Science (120 credits) with a major in Media and Communication Science, the student must complete the course requirements of at least 120 credits at the higher education level that were not used for the bachelor's degree, with at least 90 credits overall in second-cycle courses and at least 60 of those second-cycle credits in Media and Communication Science, including a 30-credit master's thesis or two 15-credit master's theses in Media and Communication Science.

Requirements to complete the programme are (1) completing the requirements for the Master of Social Science (120 credits) with a major in Media and Communication Science and (2) completing all courses that

are listed as mandatory courses in the Contents section, or their equivalent.

The degree certificate will be issued after formal application from student.

Quality Development

The programme is evaluated at the end of the second semester as well as at the end of the fourth semester. This evaluation work is carried out in collaboration between students and the programme director. Each course is also evaluated according to the regulations and guidelines for first, second and third cycle education at Jönköping University.

Other Information

The programme targets both Swedish and international students from all over the world in order to obtain the best student environment as possible. The programme is collaborating with the undergraduate programme in media and communication, as well as the established research environment in Sustainable Communication at the School of Education and Communication, Jönköping University. The programme has an ambition to collaborate with strategic partner universities as well as other organizations and institutions engaged in sustainability in order to broaden the perspectives and opportunities for the students.