



Stockholm
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Abstract Media & Communication Alumni Survey 2015

The results of this study are derived from a survey completed in June 2015 and a parallel study using 48 LinkedIn profiles of graduates of the international Master's Programme in Media and Communication Studies. In total 82 alumni received the survey and 63 respondents answered the survey providing for a response rate of 77 percent.

The respondents were graduates of the two year international Master's Programme in Media and Communication Studies and were admitted between 2007 and 2012 and received their degree between 2009 and 2015. The programme is given by the section of Journalism, Media and Communication at the Department of Media Studies and belongs to the Faculty of Arts, Stockholm University.

The international master programme attracts many international students and from the survey we have learned that many of the international students still live and work in Stockholm, Sweden. Our evaluation of 48 LinkedIn profiles found that at least 22 of the international students still live and work in Stockholm. The largest group of the alumni work in the area of Communication & PR and as spokespersons, campaign managers, marketing coordinators, marketing communication specialists, PR consultants, senior communication officers and information managers. The area of advertising was the second largest work field, closely followed by the research field.

Of the 63 survey respondents 35 persons received a job relevant to their studies immediately or within six month after graduation. 39 persons currently have full-time employment, seven have temporary full time employment, five persons are doing their doctoral studies in Sweden or abroad and eight persons are currently working in the field of research. Two out of 61 are at the moment unemployed.

Many of the respondents value the usefulness of competences they acquired while studying and the category of enhanced critical thinking/analytical skills/ theoretical insight was cited as most valuable acquired competence by the 63 survey respondents. The Master's Programme in Media and Communication Studies is valued at a high level when it comes to academic and personal perspective, but from an occupational point of view, the results were not that positive. Some of the respondents found the programme to be very theoretical and asked for more practical tools to be taught during the programme. But nevertheless the answers show that 58 percent of the alumni did receive a job relevant to their studies within six month after graduation.

Finally we see that many of the alumni are interested in different alumni activities.