

Curriculum MA POSM (90 ECTS)

Joint program between the Universities of Lausanne, Lucerne and Neuchâtel

GENERAL STRUCTURE	ECTS	Status
a) Compulsory courses	46	compulsory
b) Master thesis or internship with report	30	compulsory
c) Elective courses	14	elective
Total ECTS MA POSM	90	

Modules / courses	Hours per week	Semester	ECTS per module/ course	Teacher(s)	Evaluation mode
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a) Compulsory courses (46 ECTS)

1_ Theoretical foundations of SRM and of opinion formation			14 ECTS		
Analysis of social structure and social behaviour (UniLU)	2	A	4	Dr K. Manderschied	*
Approaches and methods in consumer research (UniLU)	2	A	4	Dr S. Oglesby	*
The field of survey research methodology (UNIL)	2	A	3	Dr G. Lutz	*
Social psychology of opinion formation (UNIL)	2	S	3	Prof. C. Staerklé	*
2_ Survey research methodology			16 ECTS		
Survey research methods and data production (UNIL)	2	A	3	Drs A. Blom and S. Rao Dhananka	*
Introduction to survey statistics (UniNE)	4	S	6	Prof. B. Hulliger	Written, 2 hours
Questionnaire development and questionnaire design (UNIL)	2	S	3	Prof. C. Roberts	*
Survey research methods in context: quality and comparisons issues (UniLU)	4	S	4	Prof. R. Diaz-Bone	*
3_ Analyzing and presenting survey data			16 ECTS		
Introduction to data management and statistical software (UniNE)	2	A	3	Prof. Y. Tillé	CA (graded)
Statistical analysis for survey research (UniNE)	4	A	6	Dr M. Langel	Written, 2 hours
Exploratory techniques, data visualization and data presentation (UNIL)	2	S	3	Dr B. Wernli	*
Factorial methods and cluster analysis (UniLU)	2	S	4	Dr K. Manderschied	*

b) Master thesis or internship (30 ECTS)

Master thesis or internship with report			30 ECTS		CA (graded)¹
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Modules / courses	Hours per week	Semester	ECTS per module/ course	Teacher(s)	Evaluation mode
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c) Elective courses (14 ECTS)

Elective courses			14 ECTS		*
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Total of Master of Arts in Public Opinion and Survey Methodology			90 ECTS		
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Abbreviations

CA (graded)= continuous assessment that is graded, modalities fixed in course descriptives

¹ Report (graded)

* the modality of evaluation is fixed by the University/Faculty where the course is given

A = Autumn semester

S = Spring semester

Information

Master scientific coordinator: Romaine Farquet, UNIL

Exams and regulation

At Neuchâtel, candidates must be registered in IS-Academia for both courses and exams

Candidates must respect deadline and modalities of each University, consult the Student guide 2017

For regulation, please consult : Règlement commun de la Maîtrise universitaire (MA) en méthodologie d'enquête et opinion publique. www.unine.ch/mscosr