

## Curriculum MA POSM (90 ECTS)

Joint program between the Universities of Lausanne, Lucerne and Neuchâtel

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

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

<b>1_ Theoretical foundations of SRM and of opinion formation</b>			<b>14 ECTS</b>		
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. Roberts	*
<b>2_ Survey research methodology</b>			<b>16 ECTS</b>		
Survey research methods and data production (UNIL)	2	A	3	Prof. C. Roberts	*
<b>Introduction to survey statistics (UniNE)</b>	<b>4</b>	<b>S</b>	<b>6</b>	<b>Prof. B. Hulliger</b>	<b>Written, 2 hours</b>
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	Dr K. Manderschied	*
<b>3_ Analyzing and presenting survey data</b>			<b>16 ECTS</b>		
<b>Introduction to data management and statistical software (UniNE)</b>	<b>2</b>	<b>A</b>	<b>3</b>	<b>Prof. Y. Tillé</b>	<b>CA (graded)</b>
<b>Statistical analysis for survey research (UniNE)</b>	<b>4</b>	<b>A</b>	<b>6</b>	<b>Dr M. Langel</b>	<b>Written, 2 hours</b>
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)

<b>Master thesis or internship with report</b>			<b>30 ECTS</b>		<b>CA (graded)<sup>1</sup></b>
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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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<b>Total of Master of Arts in Public Opinion and Survey Methodology</b>			<b>90 ECTS</b>		
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**Abbreviations**

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

<sup>1</sup> 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 (romaine.farquet@unil.ch)**

**Exams and regulation**

At the UniNE, candidates must be registered on IS-Academia for both courses and exams

Candidates must respect deadline and modalities of each University, consult the Student guide 2016

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