

Voices from the industry:

"In any professional communication, general education is a valuable asset. It's also extremely important to have the ability to relate to other people's situation, or else it's impossible to adjust a message to a target group. Studying abroad means acquiring general education as well as understanding of different cultures and communities. A communication officer also needs to be self-confident and able to work independently. Studying abroad is an opportunity to develop such personal qualities."

Kristina Fransson, Head of communications, Karlstad municipality

"Professional communicators in general and our business in particular are increasingly dependent on a global perspective. At present, we have customers in 17 countries, which means that we have to demonstrate extremely good understanding and knowledge of different countries, cultures and perspectives on communication.

When we are recruiting new staff, the international perspective is always considered in the process. With a CV including a semester of study abroad, a candidate is always more interesting than a candidate without this experience."

Urban Karlstam, Senior strategist at Motherland, a branding and design agency

"First of all, competition for jobs in communications and media is, and will be, tough. Your chances will increase with "Studies abroad" on your CV. It indicates a readiness to take on new challenges. Second, we live in an increasingly globalised world. Spending a longer period of time abroad, learning more about other cultures than Swedish culture will make you more attractive not only to a business or organisation operating beyond the Swedish borders, but also for those who have customers who in turn have foreign customers. You provide added value. There are, of course, many other good reasons, but all I need to spell out is GO FOR IT! If you get the chance – take it!"

Bodil Swenson, former owner and Head of HR, Ord & Bild Advertising Agency, human resource consultant QTYM