Communication and Media Research

Degree conferred
Master of Arts in Communication and Media Research

Languages of study
Study in German. A number of courses are taught in English.

Commencement of studies
Commencement of studies in the Autumn Semester (September) or in the Spring Semester (February)

Access to further studies
Ph.D.

The University of Fribourg’s master programme in Communication and Media Research offers a comprehensive overview of theories, research fields and topical developments in the media and communication sector. This master programme provides a multi-faceted, problem-oriented and internationally comparative study of the interplay between media, society, organisations and individuals. Moreover, according to their own preferences and interests, our students are given the opportunity to specialise in one of three core areas that will also be noted on their diploma: «Media, Politics and the Economy», «Journalism and Organisational Communication», «Media Use and Effects».

Profile of the study programme

Fribourg profile
The master programme at the Department of Communication and Media Research (DCM) offers you a solid scientific education. Beyond acquiring knowledge you learn to critically analyse and independently research topical and societally relevant phenomena in media and communication. In small groups, you will acquire competences that are in demand in various occupational areas in the media and communication sector. Our dedicated team ensures diverse courses, excellent supervision and regular feedback. Our master programme offers the freedom and flexibility you need thanks to the variety of courses offered and the possibility to determine your timeschedule yourself. A large offer of minor study programmes at the University of Fribourg enables you to complement your studies of communication according to your own interests.

Learning outcomes and career openings
The study programme is aimed at teaching profound scientific knowledge and methods and prepares you for careers in the fields of media management, journalism, politics, administration and NPOs, science, consulting in communication, public relations and communication management, marketing, market research and media planning. The possibility of the recognition of an internship offers opportunities to make contacts at an early stage with the media and communication practice.

Studies organisation

Structure of studies
90 ECTS credits, 3 semesters

Curriculum
http://studies.unifr.ch/go/hxTyS (German only)

Admission
Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a bachelor's degree.

Holders of a bachelor's degree awarded by a Swiss university are admitted to a master's degree programme without any preconditions if they have earned 60 or 90 ECTS credits – depending on the chosen master's degree programme – within the corresponding discipline. However, additional requirements can be required. The same applies to holders of a bachelor's degree awarded by a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg.

Holders of a bachelor's degree awarded by a Swiss or a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg, who do not fulfil this condition can be admitted to a master's degree programme with preconditions (which must be successfully completed before starting the master's degree programme) and/or additional requirements (which can be completed during the master's degree programme). The preconditions and/or additional requirements may not exceed 60 ECTS credits in total. The same applies to holders of a bachelor's degree awarded by a Swiss university of applied sciences, according to existing agreements.

The respective conditions of admission for each master's degree programme are reserved.

Alternatives
Also offered as a minor study programme (30 ECTS credits).

Contact
Faculty of Management, Economics and Social Sciences
Department of Communication and Media Research (DCM)
Bd de Pérolles 90
CH-1700 Fribourg
+41 (0)26 300 83 83
http://studies.unifr.ch/go/en-communicationmedia