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 multifaceted, 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/PWEqb

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 from a Swiss university can be admitted to a Master's degree programme within the corresponding branch of studies (requires the acquisition of minimum 60 ECTS credits at Bachelor level in the corresponding discipline) without any additional requirements. 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 from a Swiss university or 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, can be admitted to a Master’s degree programme within another discipline with prerequisites (must be successfully completed before starting the Master's degree programme) or additional requirements (can be completed during the Master's degree programme). According to existing agreements, holders of a Bachelor's degree awarded from a Swiss university of applied sciences can also be admitted with prerequisites or additional requirements.

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
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