Communication and Media Research

Degree conferred
Bachelor of Arts in Communication and Media Research

Options
Option of an award bearing the distinction «Bilingual curriculum» (French – German).

Languages of study
Study in German

Commencement of studies
Commencement of studies only in the Autumn Semester (September)

Access to further studies
Master

The Bachelor programme in communication and media research teaches essential knowledge about media in modern societies. Our dedicated team offers an excellent scientific education, insights into the daily media business and optimal supervision in small groups. A Bachelor’s degree from the University of Fribourg opens up various career options in the media and communication sector.

Profile of the study programme

Fribourg profile
The University of Fribourg’s Bachelor programme in communication and media research aims at describing and explaining media and communication in modern societies. The programme puts an emphasis on actors, content, and effects of public communication as well as its social, political and economic environments. In addition to teaching basics about the interplay between media, society, organisations and individuals, the programme offers insights into the media business.

Learning outcomes
The Bachelor programme at the Department of Communication and Media Research (DCM) offers you a solid scientific education. Beyond acquiring basic knowledge about the workings of the media in today’s society, you learn to research and scrutinise important and exciting aspects of media and communication yourself. In addition, you have the opportunity to gain hands-on experience in the media business. Thus, you acquire knowledge and competencies that are in demand in various occupational fields in the media and communication sector. The DCM puts an emphasis on didactics, optimal supervision and regular feedback.

Career openings

Knowledge about how the media operate and social scientific competences are an important requirement for many careers in the media and communication sector. Our graduates work in media management, journalism, public relations, communication management, marketing, market research, media planning, academia, the public administration, politics and communication consultancy.

Organisation des études

Structure of studies
120 ECTS credits + 60 ECTS credits in one or two minor study programmes freely chosen, 6 semesters

Curriculum
http://studies.unifr.ch/go/4F2Tn

Admission
The following Swiss school-leaving certificates grant admission to Bachelor programmes at the University of Fribourg:

- Swiss academic Maturity Certificate
- Swiss professional Maturity Certificate in conjunction with the supplementary exam certificate from the Swiss Maturity Commission
- Bachelor Degree from a Swiss university, from an accredited Swiss university of applied sciences (HES/FH) or from a Swiss university of teacher education (HEP/PH)

A complete list of all further recognized Swiss school-leaving certificates is to be found on the webpages of swissuniversities (in French and German only): https://www.swissuniversities.ch/en/services/admission-to-universities/schweizerische-ausweise/

Foreign upper secondary school-leaving certificates are recognised only if they correspond substantially to the Swiss Maturity Certificate. They must qualify as general education. Foreign school-leaving certificates are considered to be general education if the last three years of schooling include at least six general education subjects, independent from each other, in accordance with the following list:

1. First language (native language)
2. Second language
3. Mathematics
4. Natural sciences (biology, chemistry or physics)
5. Humanities and social sciences (geography, history or economics/law)
6. Elective (an additional language or an additional subject from category 4 or 5)

The general admission requirements to the Bachelor programmes at the University of Fribourg for holders of foreign school-leaving certificates as well as the admission requirements for individual countries are to be found on the webpages of swissuniversities.
In addition, foreign candidates must present **proof of sufficient language skills in French or German**.

The assessment of foreign school-leaving certificates is based on the «CRUS Recommendations for the Assessment of Foreign Upper Secondary School-Leaving Certificates, 7 September 2007» (http://studies.unifr.ch/go/crus07en). The admission requirements are valid for the respective academic year. The Rectorat of the University of Fribourg reserves the right to change these requirements at any time.

**Alternatives**

Also offered as a minor study programme (60/30 ECTS credits).

**Contact**

Faculty of Economics and Social Sciences  
Dean's Office  
decanat-ses@unifr.ch  
http://www.unifr.ch/ses