



School of Applied Linguistics

IAM Institute of Applied Media Studies

BA in Communication

Six-semester full-time programme
(part-time basis possible)

Winterthur with partner universities abroad

Autumn semester start

If you would like to learn how communication can mediate between different cultures, languages, disciplines, individuals and organisations in a reflective and professional manner, you're in exactly the right place with us. Our bachelor's programme is ideal for anybody seeking a career as a journalist or organisational communicator.

The BA in Communication allows you to acquire the expertise and tools you need to work in the world of communication and help shape its future. Working from a broad base, this practice-oriented university degree sees you hone your skills in a targeted manner to specialise in either journalism or organisational communication. After completing your studies, you can enter your chosen professional field directly or follow up with a master's degree programme.

Career prospects

The degree programme focuses on mobility in a networked world in which communication is increasingly becoming a decisive factor. The fields of journalism and organisational communication offer you a wide range of attractive professional roles and exciting career prospects.

On average, more than 90% of our graduates go on to find a position within a year of completing their studies. Of those who specialised in journalism, most currently work in online or print editorial offices or at radio stations, while those who specialised in organisational communication predominantly take on roles in the communication departments of commercial enterprises or at agencies.

Programme structure

Students on this bachelor's degree programme ultimately opt to focus specifically on either journalism or organisational communication: after together learning the basics of both professions and identifying their similarities and differences, students go on to achieve the necessary specialisation in one of the two fields.

You gain insights into various theories and approaches in the area of communication and apply these in practical workshops under the guidance of professionals. You learn how to solve specific communication tasks in German, as well as in French or English. You also deal in-depth with the topics of business, culture, society and politics.

BA
Communication



Two specialisations: Journalism or Organisational Communication

Journalists make relevant information accessible in the interests of the public. They ask the crucial questions, which can also be uncomfortable at times. And they communicate matters of importance in a way which the public is able and willing to understand. Curiosity, tenacity and a gift for language are all essential – plus a sense of what makes people tick and a flair for using media technology.

Those who work in the field of organisational communication direct useful information to the right places in the interests of their employer, who may be a company, a non-profit organisation or an administration. Their task is to ensure that customers, employees and sponsors maintain a high opinion of the organisation they represent and are aware of what it is doing. Loyalty and a gift for language are essential, plus an enthusiasm for presentation and a keen sense of different communication cultures.

In the BA in Communication, you get to know both perspectives, as those who know the “other side” work more professionally on their “own side of the fence”.

Internship and/or semester abroad

During the study programme, you decide whether you would like to gain additional practical experience as part of an internship or attend classes during a semester abroad at another university. Perhaps you'd like to do both? This is also possible.

Further information about the degree programme can be found under:
www.zhaw.ch/ba-kommunikation

Admission

To be admitted to the degree programme, you need to have a Swiss higher secondary education certificate (Matura) or an equivalent foreign qualification. In addition to the formal admission requirements, an above-average aptitude for communication professions is key for success both during the study programme and later in the working world. Before each course of study, we therefore carry out a professional aptitude test, which forms the basis for your definitive admission to the programme. You can find further information on our website.

Place of study

In the BA in Communication, you benefit from personal support and a pleasant working atmosphere. The ZHAW premises on Theaterstrasse and at the Sulzer site in Winterthur offer you modern infrastructure in a central location.

Postgraduate studies at the ZHAW

MA in Applied Linguistics with the following specialisations:

- Professional Translation
- Conference Interpreting
- Linguistic Diversity Management
- Organisational Communication

**Register
now!**

Applications and contact

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