

Organisational Communication

Three-semester full-time programme
(part-time study possible)

Winterthur
(Zurich region)

2nd semester in English

Semester abroad

Spring semester start

Our Specialisation in Organisational Communication within the MA in Applied Linguistics is designed for people with a Bachelor's degree who see themselves in a leadership or specialist position in organisational communication. The communication experts of today have to deal with demanding challenges in an increasingly complex and international environment. Our MA programme specifically takes these recent developments in the field of corporate communications into consideration and prepares its graduates to be well-qualified communication professionals with a solid competence in the use of language. In addition, students are provided the opportunity to develop their analytical and strategic skills as well as their understanding of business principles.

Your career opportunities

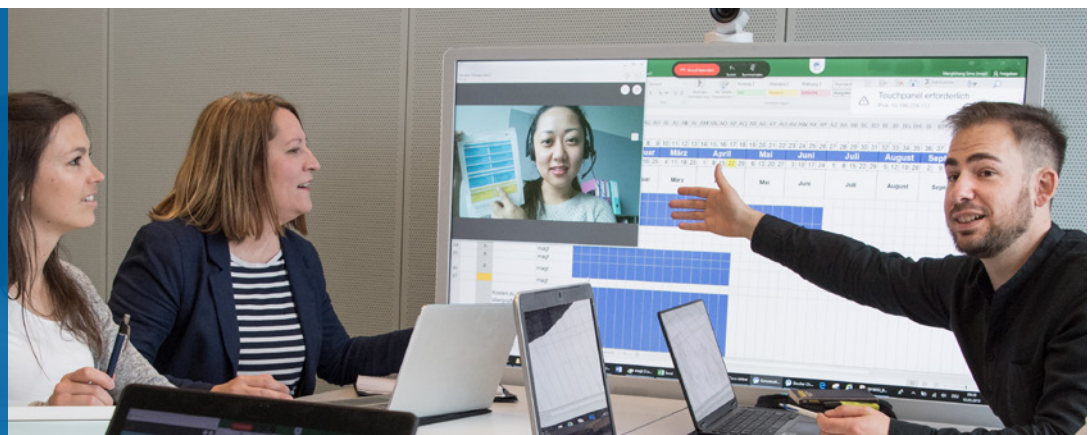
The systematic combination of scientific method and practical know-how in the MA programme qualifies you to assume complex, demanding challenges in your future position as a professional in organisational communication – whether in communication management or communication consultancy. This can include planning and implementing communication projects or managing communication departments or units of them. Our graduates typically work for companies in Switzerland and elsewhere in Europe, for global corporations, for international organisations, for the public sector as well as for communications agencies or consultancy firms.

Your MA programme

The research-based core modules form part of the MA programme for all three specialisations. In the core modules, you learn to reflect critically and constructively on professional practice, while investigating principles and methods of applied linguistics. In plenary lectures and small groups of students from all three specialisations, you study central issues relating to applied linguistics in professional practice, and you learn how to assess communication output.

In the modules in the specialisation, you deal with the theoretical, conceptual and practical dimensions of organisational communication. The modules in the specialisation are based on the concept of acquiring theoretical knowledge about organisational communication along with the appropriate scientific methods in order to apply them to concrete problems in the practice-oriented seminars.

MA
Applied Linguistics



Topics and courses

Theories

- **Organisational Communication from an Academic Perspective**
- **Organisational Communication in Complex Environments**
- **Intercultural and International Organisational Communication**

Methods

- **Analysis and Evaluation in Organisational Communication**
- **Strategy and Organisational Communication**
- **Project Management, Leadership and Consulting Skills**

Practice

- **Current Challenges for Organisational Communication in Practice**
- **Practical Case Studies (e.g., public communication by a rescue organisation, CSR communication in the retail sector)**
- **Communication Projects (e.g., intercultural and international organisational communication, media relations)**

Teaching

You will study with recognised experts who have experience in university-level teaching, research and professional communication practice. In addition, we regularly invite distinguished practitioners from the area of organisational communication to give guest lectures. In this way, we ensure that the teaching and course contents are always up to date with respect to both the professional and academic perspectives. The MA programme is designed around the concept of research-led teaching and learning: students are included in the research and consulting activities of the School of Applied Linguistics whenever possible. You will learn to develop solutions to practical

problems by using scientific methods and in the process generate new knowledge.

Admission

In order to be admitted to the Specialisation in Organisational Communication within the MA in Applied Linguistics, you need:

- **a BA in Organisational Communication or equivalent undergraduate degree**
- **a successful result in our oral test of professional aptitude**
- **if your BA degree is in another field, a successful result in our test of competence in Applied Linguistics and Organisational Communication**
- **evidence of English language competence (at least C1 level) and German language competence for non-native speakers of German (at least C2 level)**
- **at least three months relevant practical experience or an internship in the field of organisational communication**

International competences

In the third semester of the MA programme, you will have the opportunity to deepen your understanding of organisational communication in a different culture by studying abroad. Conversely, students from universities abroad can participate in the MA Specialisation in Organisational Communication in the second semester (i.e., mid-September to mid-January). The second semester courses are taught in English.

Other specialisations in the MA programme

- **Professional Translation**
- **Conference Interpreting**

For more information about the MA programme, please visit:

www.zhaw.ch/ma-organisational-communication

Applications and contact

ZHAW Zurich University of Applied Sciences
School of Applied Linguistics
Theaterstrasse 15c, 8401 Winterthur, Switzerland, Tel. +41 58 934 60 60
master.linguistik@zhaw.ch www.zhaw.ch/linguistik/master

**Register
now!**