

Student mobility

Master of Arts in Applied Linguistics with a Specialisation in Organisational Communication

Our MA Specialisation in Organisational Communication (= Public Relations / Corporate Communications) allows students to further their understanding of communication management, and to acquire profound analytical, strategic and planning skills. These competences are applied to complex corporate communications problems and real cases. In a number of courses the students work on projects commissioned by our industry partners. They are coached by our faculty who have both excellent academic qualifications and solid experience as PR practitioners. In our programme, particular emphasis is placed on communication in an international and intercultural environment, as nowadays many organisations also have to consider stakeholders in other parts of the world.

MA graduates who have specialised in Organisational Communication are able to seek management or specialist positions in the professional field of Corporate Communications / Public Relations.

English language programme

Our MA programme, which is conducted entirely in English in the second semester, offers incoming students the opportunity to study in Switzerland mid-September to mid-January).

The table below lists the modules we offer in the autumn semester.

Curriculum autumn semester (22 ECTS)

	Modules and Courses	Credits
Theory	Organisational Communication in Complex Environments	6 ECTS
	1 Multimodal Organisational Communication 2 Organisational Communication and Journalism 3 Organisational Communication for Specific Industries and Selected Issues	
	Intercultural and International Organisational Communication	2 ECTS
	1 Intercultural and International Organisational Communication	
Method	Project Management, Leadership and Consulting Skills	7 ECTS
	1 Managing Projects for Organisational Communication 2 Leadership Skills 3 Communication Consulting	
	Communication Projects	7 ECTS
	1 Communication Projects A: Media Relations 2 Communication Projects B: Intercultural and international Organisational Communication	

If an overall workload of more than 22 ECTS is required, we could also arrange for incoming students to attend more courses in English either at our Department or at the School of Management and Law, or even conduct a project with an international organisation based in Zurich.

Modules and Courses in Organisational Communication

Organisational Communication in Complex Environments

1 Multimodal Organisational Communication

- The students understand the concept of multimodality and social semiotics in the context of digital communication.
- They learn how to analyze multimodal artefacts in organisational communication.
- They understand the basic concepts of social media.

2 Organisational Communication and Journalism

- The students understand the theoretical models to describe the relationship between Organisational Communication (Media Relations) and journalism.
- Based on these models, they know about the relationship between OC and journalistic media in practice.
- They have a thorough understanding of journalistic selection and presentation strategies as well as routines and are able to anticipate these with regard to Media Relations strategies.
- They recognise the importance of media monitoring and gain an overview of the relevant tools.

3 Organisational Communication for Specific Industries and Selected Issues

- The students can describe and explain industry-specific differences in Organisational Communication.
- They know selected issues in Organisational Communication, for example sustainability communication, financial communication etc., and understand how these are embedded in the overall communication strategy of an organisation.
- Additionally, the students know the important communicative content relevant to each industry and issue of communication.
- They get in contact with experienced practitioners in the field organisational communication and develop ideas of possible job profiles and career paths.

Intercultural and International Organisational Communication

1 Intercultural and International Organisational Communication

- The students understand the significance of culture and the influence of a culture on company management in general and organisational communication in particular.
- They are able to identify and understand the diversity of social values and behavioural norms that exist within an organisation as well as its environment.
- They have developed competencies in the field of intercultural communication and intercultural organisational communication.
- They develop the ability to integrate their knowledge of cultural diversity into their everyday tasks as a communications professional within an international setting.
- They understand the challenges for organisational communication that arise from an organisation's international activities and its culturally diverse staff.

Project Management, Leadership and Consulting Skills

1 Managing projects for Organisational Communication

- The students understand the principles, methods and language of project management.
- They know typical communication projects and project management strategies.
- They know the roles and tasks involved in communication projects.
- They are able to plan a communication project as part of a group assignment.

2 Leadership Skills

- The students are able to explain fundamental models of leadership and organisational behaviour and apply these to concrete cases.
- They know effective types of leadership behaviour and have gathered experience in applying these.
- They can understand, experience, and explain the underlying psychological processes that influence leadership and followership behaviour.

3 Communication Consulting

- The students know typical forms of communication consultancy, typical mandates in the business as well as the typical process of a consulting project.
- They understand the main principles and challenges of consulting in general and communication consulting in particular.
- They are aware of possible issues involved in the relationship between client and consultant.
- They are able to define the need for consultancy from a client perspective and to draft a briefing for a communications mandate.
- The students are able to approach a communications problem from a consultant's perspective (going through the process of analysing a problem and suggesting a strategy and/or appropriate measures while continually involving the client).
- They are able to develop ideas of how to bridge the gap between the client's and the consultant's view.
- They develop a healthy, realistic view of what consultants can contribute to a communication problem.
- They are able to approach a communications problem both from the perspective of a client and of a consultant.
- They develop an idea of their preference for future employment options (consultancy or client side).

Communication Projects

1 Communication Projects A: Media Relations

- The students know about different strategies and methods to monitor media.
- They are able to measure the media discourse from the perspective of a company.
- They know how to realize of an independent media monitoring project.
- They have received training in quantitative analysis.

2 Communication Projects B: International and Intercultural Organisational Communication

- The students understand selected practical problems, which arise in the context of intercultural and international Organisational Communication.
- They understand that international organisational communication is more complex than organisational communication within one's own culture.
- They are aware of the typical challenges of international organisational communication.
- They are able to carry out a project, which they have received as a mandate from an organisation.
- They are able to identify and analyse communication problems, derive a communication strategy and make recommendations for appropriate measures.
- They reflect on Organisational Communication from their own perspective and compare this with the views and approaches of other cultures.
- They develop and increase their sensitivity towards intercultural communication.
- They understand that the organisation's strategic communication objectives must be aligned with the expectations and values of stakeholders from other cultural backgrounds.

Facts

- Entrance requirement: solid foundation in Organisational Communication (=Public Relations/Corporate Communications) (BA level); English (Level C1)
- The 2nd semester strongly focuses on communication management in complex environments (e.g. intercultural / international settings; consulting projects; leadership functions)
- The mobility semester for incoming MA students is mid-September to mid-January
- workload: 22 ECTS; coursework = 660 hours

Contact

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