

## 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 you the opportunity to regularly send some of your students over to Switzerland for a whole semester (mid-September to mid-January). In return, some of our students could attend a selection of your courses in spring/summer (February to June / July). The table below lists the modules we offer in the autumn semester.

### **Curriculum autumn semester (22 ECTS)**

Theory	<b>Organisational Communication in Complex Environments</b>	6 ECTS
	1. Organisational Communication, Media and Modes 2. Organisational Communication and Journalism 3. Organisational Communication for Specific Industries and Selected Issues	
	<b>Intercultural and International Organisational Communication</b>	2 ECTS
Method	<b>Project Management, Leadership and Consulting Skills</b>	7 ECTS
	1. Managing Projects for Organisational Communication 2. Leadership Skills 3. Communication Consulting	
	<b>Applied Research Projects</b>	7 ECTS
Practice	A Media Relations	
	B Intercultural and International Organisational Communication	



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

## Facts

- Entrance requirement: solid foundation in Organisational Communication (= Public Relations / Corporate Communications) (BA level)
- The 2nd semester focuses strongly 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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