Communication Studies

Degree conferred
Bachelor of Arts en sciences de la communication

Options
Option of an award bearing the distinction «Bilingual curriculum, French/German».

Languages of study
Possibility to study in French or in French and German

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

Access to further studies
Master

Do you want to understand how media and communications work in the digital world? To develop new ideas and help shape the future of the media? **Then our bachelor programme «Communication Studies» is just right for you**. We offer an **in-depth examination of the media, the political, social and economic actors, communication and the public sphere in digital society**. Our programme covers the entire spectrum of communication studies. How does using digital media affect our use of the media? How do businesses develop their communication strategies? What strategic use do political actors make of the media? What influence do the social media have on political communication? What are the consequences of the Internet era for journalism? And what are the challenges of media policy? We provide you with the crucial skills you need to analyse and understand current issues in a rapidly changing media world. Besides a **first-class academic education, the Fribourg course offers you numerous insights into communication and media practice**.

Profile of the study programme

Our bachelor programme «Communication Studies», worth 90 ECTS credits, looks more closely into various aspects of communication as part of a study programme geared to in-depth examination of the significance and functioning of the media, strategic communication and the public sphere in a digital context. It focuses in particular on five aspects of communication:

– **Use and impact of media and digital media**
We analyse the latest trends in media use (e.g. in entertainment or on social media) and help you understand the impact of the different kinds of media and messages on people (in terms of their lives and health).

– **Media structure, system of governance and management**
We analyse the different media systems (digital or otherwise), media management and their implications for public policy in terms of regulation.
– **Journalism and the future of journalism in the Internet era**
We look at how the media and journalism function and how theory and practice have changed in the digital era.
– **Strategic communication**
We examine the communication strategies of political actors and businesses and changes in their communications through social media.
– **Political communication**
We examine the political and economic framework of media companies and online platforms.

Thanks to this bachelor programme, you will learn theories and methods enabling you to i**ndependently analyse current communication issues and develop new solutions**.

Fribourg profile
What makes our «Communication Studies» programme here in Fribourg so unique? It is **versatile, analytically up to date, practical and personal**:

– **Versatile**: The training you receive will ensure that you are versatile when you enter the labour market. For example, if you are interested primarily in political communication and then later in business communication, you will have the skills to make a career change.
– **Analytically up to date**: At the University of Fribourg, you will acquire key skills for understanding and explaining the media and communication in digital society, so you will be better prepared to help shape the future of the media. You will not only occupy a post in communications but will also play a role in reshaping it based on the latest trends in media and communication.
– **Practical**: Unlike other universities, the University of Fribourg both offers a first-class academic education and helps you acquire invaluable knowledge about media and communication practice thanks to a strong focus on issues on which we are doing research and our numerous practical courses (such as video and online journalism, multimedia production for strategic communication, communication consulting and event management).
– **Personal**: We emphasise innovative, interactive courses and excellent support for our students. Our teaching methods combine small work groups, workshops and class discussion groups. You are not a number, but an active member of a community which studies together.

Learning outcomes and career openings
On graduating with a bachelor in communication studies, you will be equipped to occupy a post with responsibilities in the fields of information and communication. Former students of ours work in the following five fields:

- Journalism: Reporter, freelance journalist, editor-in-chief, sports columnist, photojournalist, radio host, freelance journalist, culture journalist, web journalist, data journalist, newspaper journalist;
- Strategic communications: Communications officer, digital content manager, employer brand specialist, digital

marketing officer, online community manager, brand manager;
- Political or institutional communications: Public diplomacy and communications specialist, parliamentary attaché, communications officer in a political party, communications officer in an international organisation;
- Media management and policy: Data governance officer, digital platform media policy specialist, media public affairs officer;
- Scientific careers: Analyst for a communications agency, media analyst, research assistant, content analysis expert.

The course also provides academic openings, for example as a research associate, and gives you access to doctoral studies. To get an idea of what our department does, take a look at the different themes of our research projects.

The bachelor programme «Communication Studies» also gives you **access to a master programme** in the same or a related discipline at the University of Fribourg, as well as at other universities in Switzerland or abroad.

Combining this bachelor programme with one or two other study programmes, such as economics, management, history, sociology, political science, psychology and (business) informatics or languages, is an excellent means of complementing your communication and media studies according to your own interests.

Studies organisation

Structure of studies

90 ECTS credits + 60 ECTS credits + 30 ECTS credits in two minor study programmes freely chosen, 6 semesters

Curriculum

http://studies.unifr.ch/go/Pc4M3 *(French only)*

Admission

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

- Swiss academic Maturity Certificate
- Federal vocational or specialised Baccalaureate + supplementary examination of the Swiss Maturity Commission (passerelle)
- 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 recognised Swiss school-leaving certificates** is to be found on the webpages of swissuniversities (*in French and German only*): https://studies.unifr.ch/go/fr-admission-swisscertificates; https://studies.unifr.ch/go/de-admission-swisscertificates
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, among other things, the last three years of schooling include at least six general education subjects, independent from each other, in accordance with the following list:

1. Language of instruction (at the school)
2. Second language (a foreign language)
3. Mathematics
4. Natural sciences (biology or chemistry or physics)
5. Humanities and social sciences (geography or history or economics/law)
6. Elective (computer sciences or philosophy or 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: https://studies.unifr.ch/go/en-admission-countries
In addition, applicants with foreign school-leaving certificates must present **proof of sufficient language skills in French or German**.
All guidelines are available at *(only in French and German)*: https://studies.unifr.ch/go/adm-guidelines

The assessment of foreign school-leaving certificates is based on the «Recommendations for the Assessment of Foreign Upper Secondary School-Leaving Certificates» adopted by the Chamber of universities of swissuniversities on 21.11.2024 (https://studies.unifr.ch/go/swissuniversities24fr; https://studies.unifr.ch/go/swissuniversities24de). 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 (30 ECTS credits).

Contact

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