Business Communication

Degree conferred
Master of Arts in Business Communication

Options
Option of an award bearing the distinction «Bilingual curriculum, French/German».
or
Mention of the languages of study on the diploma: «The candidate completed the programme in French and English» or «The candidate completed the programme in French, German and English».

Languages of study
Depending on the course choice French, German, and English.

Commencement of studies
Commencement of studies in the Autumn Semester (September) or in the Spring Semester (February)

Access to further studies
Ph.D.

Do you want to learn how to **communicate** in the **interactive, digital world** while keeping abreast of a **constantly changing business environment**? In that case, the master programme in Business Communication was made for you!
This course helps you to understand and anticipate the **risks and opportunities of digitalisation**, and to master the art of communication in a whole new way. Today, it is not enough to build a message to reach a target audience. You also have to know how to **engage and co-construct** a relationship with **different stakeholders**.
By choosing this master programme, you can personalise your degree course by combining one **compulsory Communication module** with a **specialisation in Management, Economics, Ethics and Economics or Business Informatics**. Another advantage is that you can complete a bilingual or trilingual curriculum by attending courses in **French, German and English**.

Profile of the study programme

Description of the programme
The programme consists of two modules.

The objective of module 1 (compulsory) is to examine three aspects of communication in greater depth as part of a study programme focused on companies and organisations. The three aspects are:

- **Strategic communication**: Which **stakeholder** should be addressed first in a **communication plan**? How do you manage **Twitter and Facebook conversations** during a **crisis**? How do you proactively build an **online community**? How do you **communicate sustainability programmes** to a sceptical audience? How do you **generate social value** and **ethical consumerism** in companies through **communication**?
- **Digitalisation and use of media**: How do you create **open-source platforms** that allow **citizens to get involved** in an organisation's strategic decision-making? How has the **digital transformation** changed user communication? How do you develop a content strategy to create a **customer, citizen or employee orientation**?
- **Communication in a digital and media context**: How do **public and political actors communicate**? What **mobilisation strategies** do the different social, economic and media actors develop? What are the different **media systems**, and what is their role at the societal level? How do you develop a **digital advocacy strategy** for an organisation or a political or public actor?

The objective of module 2 (optional) is to acquire multidisciplinary skills relating to, for example, human resources, financial management, ethics in development and global change, social computing, etc. This **second module is crucial** because to communicate in an optimal way, a professional has to be able to understand **how an organisation works** (option *Management*), how **public policies are negotiated** (option *Economics*), **how artificial intelligence works** (option *Business Informatics*) and **how a sustainability strategy is developed** (option *Ethics and Economics*).

Fribourg profile
The Department of Communication and Media Research (DCM) at the University of Fribourg is known for its **international expertise** in the field of business communication.

Thanks to our **advanced teaching methods**, you have the opportunity to immerse yourself in the world of work with **challenges, case studies** and **multimedia simulations** carried out in the classroom, applying the **theoretical knowledge** you have acquired during your degree course. While studying for your master's degree in Business Communication, you will also have the chance to put your knowledge into practice by learning how to manage web supports (sites, blogs, etc.), lead team projects and scientific research, and also build contacts with companies, especially when writing your thesis.

Our master programme offers you the **freedom and flexibility** you need: you have numerous options to choose from and can attend most of the courses in the order you wish. In addition, with a wide choice of specialisations available, you can complement your master programme in Business Communication in accordance with your own interests, thereby gaining optimal, additional expertise.

In our programme, we place special emphasis on **interactive and innovative** teaching methods and excellent mentoring of our students, which includes close collaboration and regular feedback. You also have the opportunity to spend an exchange semester at one of our numerous partner universities abroad.

The master programme in Business Communication can be studied in either English or French, with three compulsory courses validated in English. It can also be studied bilingually (French/German or French/English) or trilingually (French/German/English). This provides the only opportunity in Switzerland to study this subject **bilingually or trilingually** (distinction «Bilingual curriculum: French/German» on your diploma, or mention of the languages of study on the diploma: «The candidate completed the programme in French and English» or «The candidate completed the programme in French, German and English»).

Learning outcomes and career prospects
On completing your master's degree in Business Communication, you will be equipped for a position of responsibility in information and communication in a business context. For example, our alumni are communication officers, digital content managers, employer brand specialists, digital marketing managers, consumer data analysts, online community managers, journalists, public diplomacy specialists and brand managers.

The degree course also provides academic prospects, for example as a scientific research worker, and gives you access to doctoral studies. To get an idea of what we do in our department, take a look at the different themes of our research projects.

According to a survey carried out in 2025, **79% of our former students found employment within three months of completing their studies**. Their employers are diverse: Hublot, La Poste, Visana, Mercedes-Benz, Manor, Tissot, Swisscom, Terre Nature, etc.

Among our alumni, those who chose the **specialisation Management** are digital marketing communication managers or digital communication specialists, for example. Those who completed the **specialisation Economics** tend to work in communication for international organisations, national banks or public administration. Those who completed the **specialisation Ethics and Economics** work as communication and sustainability managers for companies or public institutions. Lastly, those who completed the **specialisation Business Informatics** work as data analysis experts in a communication context (e.g. stakeholder monitoring).

Studies organisation

Structure of studies

60 ECTS credits + 30 ECTS credit in a specialisation programme freely chosen, 3 or 4 semesters

Curriculum

https://studies.unifr.ch/go/2b

Admission

Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a bachelor's degree.

Holders of a bachelor's degree awarded by a Swiss university are admitted to a master's degree programme without any preconditions if they have earned 60 or 90 ECTS credits – depending on the chosen master's degree programme – within the corresponding discipline. However, additional requirements can be required. The same applies to holders of a bachelor's degree awarded by a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg.

Holders of a bachelor's degree awarded by a Swiss or a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg, who do not fulfil this condition can be admitted to a master's degree programme with preconditions (which must be successfully completed before starting the master's degree programme) and/or additional requirements (which can be completed during the master's degree programme). The preconditions and/or additional requirements may not exceed 60 ECTS credits in total. The same applies to holders of a bachelor's degree awarded by a Swiss university of applied sciences, according to existing agreements.

The respective conditions of admission for each master's degree programme are reserved.

Contact

Faculty of Management, Economics and Social Sciences
Dean's Office
decanat-ses@unifr.ch
http://studies.unifr.ch/go/en-sesm