



DURATION OF STUDIES

2 years (4 semesters)

LANGUAGE OF INSTRUCTION

French

CONDITIONS OF REGISTRATION

www.unige.ch/conditions/MA

ADMISSION CONDITIONS

Bachelor or equivalent degree.

Master's Programme

THE MASTER IN JOURNALISM AND COMMUNICATION, CONCENTRATION IN MEDIA AND DIGITAL COMMUNICATION

is offered in partnership with the University of Neuchâtel (UNINE). The UNINE programme prepares students for a career in journalism, while the University of Geneva programme emphasises communications and digital crafts and is considered a specialisation media and digital communications. The core curriculum (18 credits) taught by both universities provides fundamental theoretical grounding in sociology, communication, journalism and the media. The specialisation conferred in Geneva provides training in communications (in particular, the in-depth study of organisational communication, scientific communication, political communication, etc.), information in the context of the internet and the media (strategic information, communication strategy, web and social media projects, information processing, digital marketing, online reputation management), methodological tools, and survey methods. This Master's programme is designed to respond to the needs of companies and organisations who recruit graduates interested in working in the information and communication sectors in an era of rapidly developing current and new media.

unige.ch/sciences-societe/formations/masters/journalisme-communication

STUDY PROGRAMME

4 semesters (max. 6 semesters) | 120 ECTS credits

Required courses: communication and journalism

18 credits

Innovation, Media and Digital Society; Sociology of Digital Media; Media Law; Information Strategies

Thesis, internship and project

36 credits

Thesis; Communication Strategy; Research Practice

In-Depth Communication

30 credits

Organisational and Crisis Communication; Communication and Global Health; Political Communication; Speech and Content Analysis; Economics of the Media, Digital Society, and Knowledge of its Actors; Introduction to Digital Communications and Project; Storytelling

Digital and Applied Communications

30 credits

Practitioners' Forum; Information Processing; Online Reputation Management; Digital Marketing and Data Analytics; Audience, Publicity, the Internet, and Social Networks; Videos, Photos, and Digital Technology; Applied Work; Practice of Communication

Electives

6 credits

ACADEMIC CALENDAR

www.unige.ch/sciences-societe/etudiants/horaires

LEVEL OF FRENCH REQUIRED BY UNIGE

Eliminatory general test for non-Francophones, with the exception of the following cases :

www.unige.ch/frenchexam

MOBILITY

Master's students are permitted to go on exchange for one semester. Students may go on exchange as early as their third semester but may earn no more than 30 credits at another university. The dissertation cannot be substituted.

www.unige.ch/exchange

PROFESSIONAL PROSPECTS

The Master in Journalism and Communication leads to professional opportunities in many sectors, both in Switzerland and abroad, such as:

- Traditional professions in communication
- Communication professions in the digital context (e.g.: Head of Digital Communications)
- Web and digitally-oriented professions
- Professions closely associated with journalism and the media

UNIVERSITY TAXES

500 CHF / semester

REGISTRATION

Deadline: 28 February 2020

www.unige.ch/enrolment

CONTACTS FOR STUDIES

GENEVA SCHOOL OF SOCIAL SCIENCES

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STUDENT AFFAIRS

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