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

Required courses: communication and journalism
18 credits
Innovation and Sociology in Communication; Theories of Communication, Media and Public Relations; Media Law; Information Strategy.

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; Storytelling; Contemporary Revolutions and Challenges in Journalism; Information and New Media.

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

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 2019
www.unige.ch/enrolment

CONTACTS FOR STUDIES

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All programs are subject to changes. Please consult the program regulations.