

Organisational Communication

Three-semester full-time programme
(part-time study possible)

Winterthur
(Zurich region)

2nd semester in English

Semester abroad

Spring semester start

The Specialisation in Organisational Communication within the MA in Applied Linguistics is designed for people with a bachelor's degree who see themselves in a specialist or leadership position in organisational communication. The programme prepares them to become well-qualified and highly sought-after communication professionals who can work in international contexts in Switzerland or abroad.

Your career opportunities

As a communication expert, you are confronted with an increasingly complex, networked and international environment. At the same time, the digital transformation is leading to fundamental changes in how organisations communicate. The systematic combination of scientific methods and practical know-how in the MA programme qualifies you to take on demanding tasks in your future position as a professional in organisational communication – whether in communication management or communication consultancy. This can include planning and implementing communication projects or assuming management tasks within communication departments or sub-units. Our graduates typically work for companies in Switzerland and elsewhere in Europe, for global corporations, for international organisations, for the public sector as well as for communications agencies or consultancy firms.

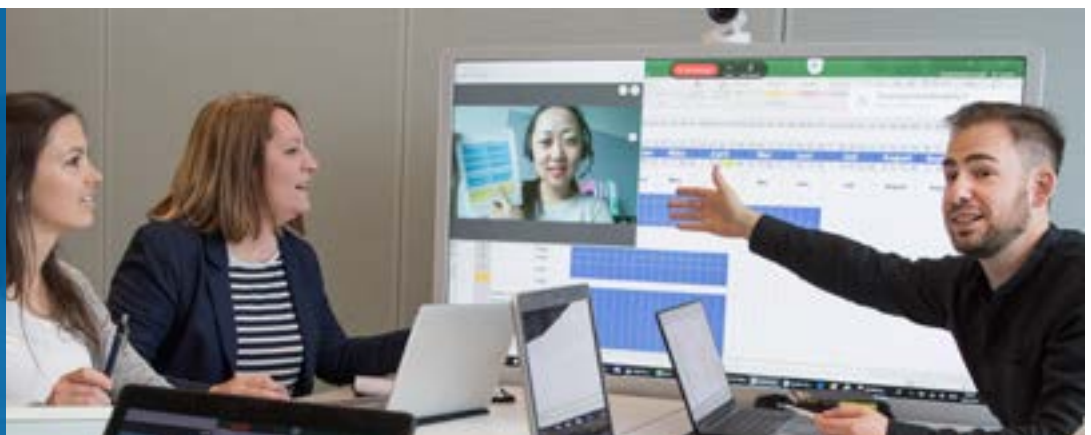
Your MA programme

The Specialisation in Organisational Communication within the MA in Applied Linguistics specifically

addresses developments in the professional field of corporate communication, while also equipping students with practical, analytical and strategic communication skills and an understanding of contexts in the areas of business administration and corporate ethics. The MA programme takes account of the special features of international and intercultural communication management and highlights the profession's challenges, in particular from a linguistic perspective and from the standpoint of communication studies and media studies.

The research-based core modules (14 ECTS credits) form part of the MA programme for all three specialisations. They focus on principles and methods of applied linguistics that enable you to reflect on the challenges of professional practice. In the specialisation modules (56 ECTS credits), you deal with the theoretical, conceptual and practical dimensions of organisational communication. With your master's thesis (20 ECTS credits), you explore in depth a current topic of practical relevance in the area of organisational communication or applied linguistics.

MA
Applied Linguistics



Topics and courses

- Organisational communication from a research perspective
- Strategy and organisational communication
- Organisational communication research methods
- Conceptualisation techniques and design thinking
- Communication projects I / II
- Managing communication projects
- Multimodal and social media communication
- Organisational communication and journalism
- Intercultural and international organisational communication
- Organisational communication for specific industries and selected issues
- Leadership skills
- Communication consulting
- Business ethics and corporate responsibility communication
- Simulation

Teaching

You will study with recognised experts from academia and professional practice. High-profile corporate communication specialists will also hold guest lectures. In this way, we ensure that our teaching and course contents are up to date with respect to both professional and academic requirements. Research-guided teaching and learning enables you to benefit from working on real-world problems and resolving these with science-based methods, allowing you to generate new knowledge.

Admission

The requirements for admission to the Specialisation in Organisational Communication within the MA in Applied Linguistics are as follows:

For more information about the MA programme, please visit:

www.zhaw.ch/ma-organisational-communication

- A BA in Organisational Communication or an equivalent undergraduate degree
- A successful result in our oral professional aptitude test
- If your BA degree is in another field, a successful result in our test of competence in Applied Linguistics and Organisational Communication
- Evidence of English language competence (at least C1 level) and German language competence for non-native speakers of German (at least C2 level)
- At least three months relevant practical experience or an internship in the area

Organisational communication bridging course

Candidates with a degree in another field gather practical experience and specifically prepare themselves for the MA programme by reading specialist literature as part of self-study.

International competences

The 2nd and 3rd semesters are primarily devoted to the international dimension. During the 2nd semester, the language of instruction is English. To add an additional cultural perspective, the 3rd semester can also be completed as part of an exchange programme abroad. During the second semester, foreign students with a basic knowledge of organisational communication and C1-level English language proficiency can participate in the MA programme.

Other specialisations in the MA programme

- Professional Translation
- Conference Interpreting
- Linguistic Diversity Management

Applications and contact

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**Register
now!**