

Department of Communication and Media Research **DCM**

Master of Arts (MA) in “Digital Media & Communication for Social Impact”

Study Plan of the Master’s Programme “Digital Media & Communication for Social Impact” (English, bilingual German/English or trilingual German/English/ French) from Fall Term 2026

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1. MA major “Digital Media & Communication for Social Impact” (90 ECTS credits)

The master’s programme in “Digital Media & Communication for Social Impact” is guided by the principle of **“Shaping Media and Communication in the Public Interest”**. The programme focuses on understanding how media and platforms function in a digital society as well as dealing with the question of how they can be designed to promote democracy and used for the common good. The master’s programme qualifies you for responsible positions in the media and communications industry, in politics and administration, in non-governmental organisations, and in media and communication research.

Course		SWH	ECTS
Module “Research Competencies”			
Exercise “Research Designs & Data Collection”	E	2	3
Exercise “Data Analysis & Visualisation”	E	2	3
Module “Project Management and Transfer”			
Practical Course “Project Management & Leadership”	E	2	3
Practical Course “Communication Strategies & Science Communication”	E	2	3
Module “Core Topics”			
Lecture “Democracy, Media and Technology”	E	2	3
Lecture “Strategic Communication”	E	2	3
Lecture “Media and Platform Governance”	E	2	3
Lecture “Media Use and Effects”	E	2	3
Lecture “Persuasion and Digital Mobilisation”	E	2	3
Lecture “Digital Journalism and Content Creation”	E	2	3
Module “Project Seminars”			
3 project seminars of your choice with project report	E/D E/D/F	3x2	3x3 3x6
Module “Personalised Choice”			min. 9
Free choice from the following offers:			
Additional lectures and/or project seminars from the master’s programme “Digital Media & Communication for Social Impact”	E/D		
Lectures and/or seminars from the master’s programme “Business Communication”	E/F		
Lectures and/or practical courses from the bachelor’s programme “Kommunikationswissenschaft und Medienforschung” and the bachelor’s programme “Sciences de la communication” (if not already attended in the bachelor)	D/F		
Internship			3 or 6
Lectures from other master’s programmes of the WiSo/SES faculty (provided that the conditions of participation are met)	E/D/F		
Lectures and/or seminars from the master’s programme “Digital Society” (provided that the conditions of participation are met)	E		
Module “Master’s Thesis”			
Master’s thesis incl. online preparation	E/D/F		21
Master’s Colloquium (incl. Defence)	E/D/F		3
Total			90

SWH = Semester Weekly Hours, ECTS = Credit Points

- The modules “**Core Topics**”, “**Research Competencies**” and “**Project Management and Transfer**” consist of compulsory courses that teach you central content, methodological competencies and practical skills.
- As part of the module “**Project Seminars**”, you can choose three project seminars from the range of project seminars on offer. In these seminars, you will work on projects in small groups during the semester. At the end, the results are presented and a project report (consisting of an introduction, the review of the state of research, a final product or its conception and documentation, a reflection on the work process and a conclusion) is submitted. We recommend that you only take project seminars from the second semester onwards, as they partly build on knowledge taught in the first semester as part of the modules “Research Competencies” and “Project Management and Transfer”.
- In the module “**Personalised Choice**”, aside from additional lectures and project seminars of this master’s programme, you can also attend lectures and seminars from the master’s programme “Business Communication”, lectures and practical courses from the bachelor’s programmes “Kommunikationswissenschaft und Medienforschung” and “Sciences de la communication” (if not already attended in the bachelor’s programme) as well as lectures from other master’s programmes of the Faculty of Management, Economics and Social Sciences (provided that the conditions of participation are met) and lectures and seminars of the master’s programme “Digital Society” (provided that the conditions of participation are met).
- Upon request, you can earn 3 or 6 ECTS credits from the “Personalised Choice” module through a four- or eight-week **internship** (incl. a written internship report in the language of the internship) in journalism, public relations, media, market and opinion research, or university research at DCM. An internship with 3 ECTS credits can also be earned as a tutoring position (80-90 hours) for teaching duties in bachelor’s programmes at DCM.

You have the option of supplementing your studies with a **minor subject** worth 30 ECTS credits from the wide range of master’s programmes offered by the University of Fribourg.

2. MA minor “Digital Media & Communication for Social Impact” (30 ECTS credits)

The minor programme of the master’s programme “Digital Media & Communication for Social Impact” is aimed at master’s students from other programmes who would like to expand their major with knowledge of communication science and deal with current developments in the media sector. The same admission requirements apply as for the major.

Course		SWH	ECTS
Module “Project Seminar Minor”			
Project seminar of your choice with project report	E/D E/D/F	2	3 6
Module “Selection of Digital Media & Communication Courses”	E/D		21
Lectures, exercises, practical courses and/or a second project seminar with a project report from the entire offer of the MA programme “Digital Media & Communication for Social Impact” of your choice			
Total			30

SWH = Semester Weekly Hours, ECTS = Credit Points

3. Other provisions

3.1 Optional bilingual or trilingual studies

The master's programme "Digital Media & Communication for Social Impact" consists of courses taught in English and German. **You can study the master's programme entirely in English or bilingually in English/German.**

In order for your diploma to indicate that you have completed a **bilingual programme (English/German)**, at least 40% of the ECTS credits that can be taken into account for this purpose must be earned in the second language of study.

In addition, you can also **voluntarily** choose courses or write papers in **French**.

In order for your diploma to indicate that you have completed a **trilingual programme (English/German/French)**, at least 25% of the ECTS credits that can be taken into account for this purpose must be earned in each of the three languages of study. The following French-language courses can be credited:

- Project reports (in project seminars) and/or master's thesis in French
- French-language seminars with seminar paper from the master's programme "Business Communication" as a substitute for German- or English-language project seminars
- Other French-language courses from the university's entire range of courses (including those from the master's programme "Business Communication" and the bachelor's programme "Sciences de la communication") within the module "Personalised Choice"

3.2 Admission to the Master's Programme

Students who hold a bachelor's degree in communication and/or media studies from another Swiss university (at least 60 ECTS credits) are usually admitted without conditions. In any case, methodological and statistical training is required.

Exception: If certain knowledge required for the master's programme is missing, admission is possible with the condition that this knowledge must be obtained in parallel. Any courses to be additionally taken will be decided individually based on the student's dossier.

Students who hold a Swiss university bachelor's degree in another discipline can be admitted with conditions. These are decided individually based on the student's dossier and include at most the following courses:

- Lecture "Einführung in die Kommunikationswissenschaft" or "Sciences et théories de la communication et médias"
- Proseminar (German or French) incl. proseminar paper
- Hauptseminar (German) of your choice incl. seminar paper or Séminaire (French) of your choice incl. seminar paper
- Lecture/Exercise Methods I & II (German or French)
- Lecture/Exercise Statistics I & II (German or French)

Students who hold a bachelor's degree in communication from a Swiss University of Applied Sciences must also fulfil the following requirements during their master's studies in order to acquire missing knowledge and skills:

- Lecture "Einführung in die Kommunikationswissenschaft" or "Sciences et théories de la communication et médias"
- Proseminar (German or French) incl. proseminar paper
- Forschungsseminar (German) of your choice incl. Forschungsseminar paper
- Lecture/Exercise Methods I & II (German or French)
- Lecture/Exercise Statistics I & II (German or French)

There is no requirement for a proof of language proficiency for this master's programme. However, in the event of bachelor course set as conditions or requirements during the admission process, a proof of at least level B2 in German or French might be required, as bachelor courses are given in German or French.

3.3 Transitional rules for students who began their studies before fall term 2026

In general, students who started their studies before fall term 2026 can complete their studies according to their original study plan. However, since some individual courses are no longer offered in the old form, the following transitional rules apply, provided that these courses have not already been completed before fall term 2026:

Previous course	New course
Lecture "Business Communication"	Lecture "Strategic Communication"
Lecture "Comparing Media Structures"	Lecture "Media and Platform Governance"
Lecture "Klassiker revisited: Mythen, Pionierstudien, Schlüsselwerke"	Lecture "Digital Journalism and Content Creation"
Seminar with 6 ECTS seminar paper	Project seminar with project report
Seminar with 9 ECTS seminar paper	Project seminar with project report + 3 ECTS in the module "Personalised Choice"
Seminar without seminar paper	3 ECTS in the module "Personalised Choice"
Exercise "Quantitative und Qualitative Datenanalyse"	Exercise "Data Analytics & Visualisation"