

## Begrüssung HS 23

Master AL Vertiefung Organisationskommunikation  
18. September 2023

**Dr. Christina Ratmoko**



# Programm



- Stundenplan HS 23
- Kurse und Module OK-Vertiefung im HS 23
- Wichtige Daten im HS 23
- Wechsel Teilzeitmodelle
- Ausblick FS 24
- Fragen?

# Curriculum OK-Vertiefung: Module im HS 23

1. Semester	22 ECTS	2. Semester	22 ECTS	3. Semester	12 ECTS
Organisationskommunikation im wissenschaftlichen Kontext	2 ECTS	Managing Communication Projects	3 ECTS	Leadership Skills	2 ECTS
Strategie und Organisationskommunikation <ul style="list-style-type: none"> <li>• Organisationskommunikation und Strategisches Management</li> <li>• Strategiekommunikation</li> </ul>	8 ECTS	Multimodal and Social Media Communication	4 ECTS	Communication Consulting	2 ECTS
Wissenschaftliche Methoden der Organisationskommunikation	4 ECTS	Organisational Communication and Journalism	3 ECTS	Business Ethics and Corporate Responsibility Communication	2 ECTS
Konzeptionstechnik und Design Thinking	3 ECTS	Intercultural and International Communication Management	3 ECTS	Simulation	6 ECTS
Kommunikationsprojekte I <ul style="list-style-type: none"> <li>• Kurs A</li> <li>• Kurs B</li> </ul>	5 ECTS	Communication Projects II <ul style="list-style-type: none"> <li>• Course A</li> <li>• Course B</li> </ul>	7 ECTS		
		Organisational Communication for Specific Industries and Selected Issues	2 ECTS		

# Stundeplan HS 23

**Stundenplanentwurf, gültig ab HS 23**  
**MA AL, Vertiefung Organisationskommunikation**  
**Regelstudiensemester II**

Organisationskommunikation
Kernstudium, alle Vertiefungen

	Mo	Di - Online	Mi	Do	Fr
08:00-8:45					
08:50-9:35					
10:00-10:45					
10:50-11:35					
12:00-12:45					
12:50-13:35	Communication Projects II: Course A 3 ECTS / 2 SWL <b>B2</b>				
14:00-14:45					
14:50-15:35	Multimodal and Social-Media-Communication 4 ECTS / 3 SWL <b>A2</b>	Organisational Communication and Journalism A2 3 ECTS / 2 SWL	Intercultural and International Organisational Communication 3 ECTS / 2 SWL <b>B2</b>		
16:00-16:45					
16:50-17:35			Managing Communication Projects 3 ECTS / 2 SWL <b>B2</b>		
18:00-18:45	Organisational Communication for Specific Industries and Selected Issues <b>A2</b>				
18:50-19:35	2 ECTS / 2 SWL				

Erklärung zur Kursbelegung im Vollzeit- bzw. Teilzeitmodell (s. auch Merkblatt Studienmodelle)

Vollzeitstudierende belegen im 2. Semester (HS) alle Kurse (A2 und B2)

Teilzeitstudierende (TZ-Modelle 1 und 2) belegen im 2. Teilzeitsemester (HS) nur die Kurse A2 bzw. im 4. Teilzeitsemester (HS) die Kurse B2

<b>A2-Kurse</b>
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Modul: Angewandte Linguistik II

div. Kurse

Modul: Multimodal and Social Media Communication

Multimodal and Social Media Communication

Modul: Organisational Communication and Journalism

Organisational Communication and Journalism

Modul: Organisational Communication for Specific Industries and Selected Issues

Organisational Communication for Specific Industries and Selected Issues

<b>B2-Kurse</b>
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Modul: Managing Communication Projects

Managing Communication Projects

Modul: Intercultural and International Communication Management

Intercultural and International Communication Management

Modul: Communication Projects II

Course A (Media Relations)

Course B



# Module Semester 2: «Multimodal and Social Media Communication» (4 ECTS; 3 SWL) A2-Kurs

**Dozierende: Wibke Weber / Aleksandra Gnach / Marius Born**

**Kurs: Multimodal and Social Media Communication**

<b>Nr.</b>	I.MA.AL.OK-MSNC.22FS.K
<b>Bezeichnung</b>	<b>Multimodal and Social Media Communication</b>
<b>Veranstalter</b>	LA Master-Studiengang Angewandte Linguistik

**Beschreibung**

**Course title** Multimodal and Social Media Communication

**Learning outcomes**

- Attitude:**
- Communication is always multimodal. Digital communication has become an integral part of organisational communication.

**Knowledge:**

- The students understand the basic concept of multimodality and social media in the context of digital communication.

**Skills:**

- The students learn how to analyse and interpret multimodal artefacts. They develop skills for understanding and doing community communication on social media.

**Course content**

**A:**  
In the first part of this course, we introduce the concept of multimodality and social semiotics. We then go from theory to the practical analysis of multimodal artefacts (e.g. text, image, video). Case studies in the field of organizational communication are used to illustrate how to approach artefacts using multimodal analysis.

**B:**  
The second part of this course places social media communication in the context of organizational communication and provides a basis for analysing and designing multimodal communication in a corporate environment. This part of the

course focuses on four aspects: social media and sociality, analysing social media, photo sharing on Instagram and implementing community communication.

**C:**  
In the final four sessions, students acquire the basic skills to produce channel-appropriate photos and videos for social media. The areas covered range from the application of simple tricks in photography and post-production to the target-group-oriented conversion of basic narrative structures into contemporary visual stories.

**Teaching and learning format** Theoretical input, class discussions, group work.

**Expected total workload (hours)** 120

**Workload balance (%)** Contact hours 20  
Self-study 80

**Semesterwochenlektionen**

**Leistungsnachweis** The assessment consists of two parts:

- Written multimodal analysis, 5.000 characters incl. spaces, in English (50%)
- Design of a multimodal product for social media incl. written explanation and contextualisation, in English (50%)

Grades (from 1 to 6) awarded at increments of 0.25

**Unterrichtssprache** German

**Unterrichtsunterlagen** See Moodle

**Bemerkungen** -

<b>2. Semester</b>	<b>22 ECTS</b>
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<b>Managing Communication Projects</b>	<b>3 ECTS</b>
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<b>Multimodal and Social Media Communication</b>	<b>4 ECTS</b>
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<b>Organisational Communication and Journalism</b>	<b>3 ECTS</b>
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<b>Intercultural and International Communication Management</b>	<b>3 ECTS</b>
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<b>Communication Projects II</b>	<b>7 ECTS</b>
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- Course A
- Course B

<b>Organisational Communication for Specific Industries and Selected Issues</b>	<b>2 ECTS</b>
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# Module Semester 2: «Organisational Communication for Specific Industries and Selected Issues» (2 ECTS; 2 SWL)

## A2-Kurs

**Dozentin: Christina Ratmoko**

**Kurs: Organisational Communication for Specific Industries and Selected Issues**

Nr.	I.MA.AL.OK-SISI.22FS.K
Bezeichnung	Organisational Communication for Specific Industries and Selected Issues
Veranstalter	LA Master-Studiengang Angewandte Linguistik
<b>Beschreibung</b>	

**Course title** Organisational Communication for Specific Industries and Selected Issues

<b>Learning outcomes</b>	<p><b>Attitude:</b></p> <ul style="list-style-type: none"> <li>The students are familiar with selected issues in the field of organisational communication, for example sustainability communication, financial communication, etc and understand how these are embedded in the overall communication strategy of an organization.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>The students know the important communicative content relevant to each industry and issue of communication.</li> <li>The students gain contact with experienced practitioners in the field organisational communication and develop ideas with respect to possible job profiles and career paths.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>The students can describe and explain industry-specific differences in organisational communication.</li> </ul>
<b>Course content</b>	<p>A:</p> <ul style="list-style-type: none"> <li>Characteristics of organisational communication in specific industries/sectors</li> </ul> <p>B:</p> <ul style="list-style-type: none"> <li>Important topics of organisational communication in</li> </ul>

	<p>specific industries (e.g. financial services, healthcare, commerce)</p> <ul style="list-style-type: none"> <li>Typical challenges of organisational communication in specific industries</li> </ul> <p>C:</p> <ul style="list-style-type: none"> <li>Stakeholder-specific and target-group-oriented communication</li> <li>Public interest/disinterest in specific industries</li> </ul>
<b>Teaching and learning format</b>	Lecturer input, guest lectures with class discussions
<b>Expected total workload (hours)</b>	60 hours
<b>Workload balance (%)</b>	Contact hours 25 Self-study 75
<b>Assessment</b>	Oral exam (15 minutes) Grades from 1 to 6 (at increments of 0.25)
<b>Language of instruction</b>	English
<b>Materials</b>	PPT slides, a few selected articles (to be publicised during the semester)
<b>Comments</b>	-

<b>2. Semester</b>	<b>22 ECTS</b>
Managing Communication Projects	3 ECTS
Multimodal and Social Media Communication	4 ECTS
Organisational Communication and Journalism	3 ECTS
Intercultural and International Communication Management	3 ECTS
Communication Projects II	7 ECTS
• Course A	
• Course B	
<b>Organisational Communication for Specific Industries and Selected Issues</b>	<b>2 ECTS</b>

# Module Semester 2: «Organisational Communication and Journalism» (3 ECTS; 2 SWL) A2-Kurs

## Dozent: Guido Keel

### Kurs: Organisational Communication and Journalism

Nr.	IMA AL OK-JO 22FS.K
Bezeichnung	Organisational Communication and Journalism
Veranstalter	LA Master-Studiengang Angewandte Linguistik

### Beschreibung

Course title	Organisational Communication and Journalism
Learning outcomes	<p><b>Attitude:</b></p> <ul style="list-style-type: none"> <li>The students become aware of the relevance of media relations.</li> <li>The students realise that a better understanding of journalism enables them to develop effective media relations strategies and activities.</li> <li>The students are aware that autonomous journalism is functional to the goals of organizational communication.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>The students know what journalism is and how and why journalists function the way they do.</li> <li>The students understand how media relations are organised.</li> <li>The students understand the theoretical models used to describe the relationship between organisational communication (media relations) and journalism.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>The students are able to anticipate journalistic actions.</li> <li>The students are able to monitor and evaluate media coverage.</li> <li>The students can evaluate media relations strategies.</li> </ul>
Course content	A: <ul style="list-style-type: none"> <li>The journalistic logic and how it affects media reality.</li> <li>The Swiss media landscape.</li> </ul>

B:	<ul style="list-style-type: none"> <li>Theoretical principles and models concerning the relationship between organisational communication and journalism.</li> <li>The corporate newsroom as an organisational platform for media relations.</li> </ul>				
C:	<ul style="list-style-type: none"> <li>Media monitoring: objectives, instruments and practice.</li> <li>Ethics of media relations.</li> </ul>				
Teaching and learning format	Lecturer input, class discussions, group exercises, guest lecture				
Expected total workload (hours)	90 hours				
Workload balance (%)	<table border="1"> <tr> <td>Contact hours</td> <td>20</td> </tr> <tr> <td>Self-study</td> <td>80</td> </tr> </table>	Contact hours	20	Self-study	80
Contact hours	20				
Self-study	80				
Assessment	Oral exam (10 minutes), grades from 1 to 6 (at increments of 0.25)				
Language of instruction	English				
Materials	PPT slides Reading list to be provided at the beginning of the semester.				
Comments	-				

2. Semester	22 ECTS
Managing Communication Projects	3 ECTS
Multimodal and Social Media Communication	4 ECTS
<b>Organisational Communication and Journalism</b>	<b>3 ECTS</b>
Intercultural and International Communication Management	3 ECTS
Communication Projects II	7 ECTS
• Course A	
• Course B	
Organisational Communication for Specific Industries and Selected Issues	2 ECTS

# Module Semester 2: «Communication Projects II: Course A» (3 ECTS; 2 SWL) B2-Kurs

**Dozierende: Guido Keel / Fiona Fehlmann**

**Kurs: Communication Projects A**

Nr.	I.MA.AL.OK-COM-PR2-A.22FS K
Bezeichnung	Communication Projects A
Veranstalter	LA Master-Studiengang Angewandte Linguistik
<b>Beschreibung</b>	

<b>Course title</b>	Communication Projects A: Content Marketing
<b>Learning outcomes</b>	<p><b>Attitude:</b></p> <ul style="list-style-type: none"> <li>Students develop openness to new insights into sound empirical research.</li> <li>Students develop a critical attitude towards the opportunities and limits of paid content in journalistic media.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>Students know different forms of content sponsoring.</li> <li>Students understand the role of paid content on news platforms.</li> <li>Students know what kind of findings can be expected from quantitative research.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>Students can conduct quantitative content analysis.</li> <li>Students acquire basic skills in assessing data via Excel.</li> <li>Students are able to write a paper and following the basic structure of academic writing in empirical research.</li> </ul>
<b>Course content</b>	A: Native Advertising as a form of content marketing <ul style="list-style-type: none"> <li>Relevance of native advertising</li> <li>Native advertising from an OC perspective</li> <li>Different forms of native advertising</li> </ul>

	B: How to conduct a manual content analysis <ul style="list-style-type: none"> <li>Planning a content analysis</li> <li>Developing suitable research questions</li> <li>Collecting data systematically</li> </ul>
<b>Teaching and learning format</b>	Workshop with theoretical input
<b>Expected total workload (hours)</b>	90 hours
<b>Workload balance (%)</b>	Contact hours 20 Self-study 80
<b>Assessment</b>	Paper (100% of the module grade), grades from 1 to 6 (at increments of 0.25)
<b>Language of instruction</b>	English
<b>Materials</b>	See Moodle
<b>Comments</b>	-

<b>2. Semester</b>	<b>22 ECTS</b>
Managing Communication Projects	3 ECTS
Multimodal and Social Media Communication	4 ECTS
Organisational Communication and Journalism	3 ECTS
Intercultural and International Communication Management	3 ECTS
<b>Communication Projects II</b>	<b>7 ECTS</b>
<ul style="list-style-type: none"> <li>Course A</li> <li>Course B</li> </ul>	
Organisational Communication for Specific Industries and Selected Issues	2 ECTS

# Module Semester 2: «Communication Projects II: Course B»

## (4 ECTS; 4 SWL) B2-Kurs



**Dozent: Stephan Rösli**

### Kurs: Communication Projects B

Nr.	I.MA.AL.OK-COM-PR2-B.22FS.K
Bezeichnung	<b>Communication Projects B</b>
Veranstalter	LA Master-Studiengang Angewandte Linguistik
Beschreibung	

Course title	Communication Projects B - Evaluation and design of political organizations' messages
Learning outcomes	<p><b>Attitude:</b></p> <ul style="list-style-type: none"> <li>Students reflect on and address the practical challenges of strategic communication of political organizations in the Swiss context.</li> <li>Students increase their awareness of systematic ways of both evaluating and applying the use of language of organisational communication in a political context.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>Students become familiar with the theoretical basics of political communication, public policy studies and the evaluating and further development of political (key) messages.</li> <li>Students understand how to apply these theoretical basics to practical problems within the scope of a case study comprising a political actor and its messages regarding a policy issue.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>Students are able to identify and assess a political</li> </ul>

Course content	<p>organizations' (key) messages regarding a policy issue and to draft strategic message design.</p> <ul style="list-style-type: none"> <li>Students are able to test, present and properly defend their findings and strategic solutions.</li> </ul> <p>A: Theoretical and empirical basics</p> <ul style="list-style-type: none"> <li>Understanding the problem and research question</li> <li>Theoretical basics of political communication, policy studies and strategic message design</li> <li>Theoretical and empirical basics of evaluating and designing political messages</li> <li>Defining a case and individual project questions</li> </ul> <p>B: Case study</p> <ul style="list-style-type: none"> <li>Evaluation based on empirical analysis: Case study comprising a policy issue and a political organization (data gathering and data evaluation)</li> </ul> <p>C: Strategic solution and project report</p> <ul style="list-style-type: none"> <li>Design based on the evaluation/case study: drafting a strategic solution and creating a project report</li> </ul>
Teaching and learning format	Lecturer input, class discussions, independent work, classroom presentations.
Expected total workload (hours)	120 hours
Workload balance (%)	Contact hours 30 Self-study 70
Assessment	Written group assignment (70%) and final oral presentation (30%), grades (from 1 to 6) awarded at increments of 0.25.
Language of instruction	English
Materials	Recommended literature to be published at the beginning of the semester (Moodle).
Comments	-

2. Semester	22 ECTS
Managing Communication Projects	3 ECTS
Multimodal and Social Media Communication	4 ECTS
Organisational Communication and Journalism	3 ECTS
Intercultural and International Communication Management	3 ECTS
<b>Communication Projects II</b>	<b>7 ECTS</b>
• Course A	
• Course B	
Organisational Communication for Specific Industries and Selected Issues	2 ECTS

# Module Semester 2: «Intercultural and International Communication Management» (3 ECTS; 2 SWL) B2-Kurs



**Dozentin: Patricia Enzmann**

**Kurs: Intercultural and International Communication Management**

Nr.	I.MA.AL.OK-INT-COMM.22FS.K
Bezeichnung	Intercultural and International Communication Management
Veranstalter	LA Master-Studiengang Angewandte Linguistik

**Beschreibung**

**Course title** Intercultural and International Communication Management

**Learning outcomes**

- Attitude:**
- Students understand the challenges for organisational communication posed by an organisation's international activities and culturally diverse staff and work towards finding integrative solutions.

**Knowledge:**

- Students understand the significance of culture and how it influences company management in general and organisational communication in particular.
- Students are able to identify and understand the diversity of social values and behavioural norms that exist within an organisation as well as its environment.

**Skills:**

- Students develop competencies in the field of intercultural communication and intercultural organisational communication.
- Students develop the ability to integrate their knowledge of cultural diversity into their everyday tasks as a communications professional in an international setting.

**Course content**

- A: Understanding otherness: Recognition of cultures and their differences that can lead to misunderstandings and conflicts.
- B: Applying competencies: Understanding of competencies that facilitate interactions and the achievement of objectives

	with members of diverse cultures.
<b>Lehrform</b>	C: Achieving complementarity: Constructive integration of cultural characteristics in order to generate benefits.
<b>Expected total workload (hours)</b>	Lecture, case studies and exercises 90 hours
<b>Workload balance (%)</b>	Contact hours 20 Self-study 80
<b>Assessment</b>	<ul style="list-style-type: none"> <li>Written group paper: Development of intercultural conflict case including theoretical background and solutions.</li> <li>Grades (from 1 to 6) awarded at increments of 0.25</li> </ul>
<b>Language of instruction</b>	English
<b>Materials</b>	PPT, case studies, videos  Trompenaars, F., Hampden-Turner, Ch. (2021). Riding the Waves of Culture: Understanding Cultural Diversity in Business (4th ed.). McGraw-Hill: New York.
<b>Comments</b>	Additional reading material will be publicised at the beginning and during the course of the semester.  -

2. Semester	22 ECTS
Managing Communication Projects	3 ECTS
Multimodal and Social Media Communication	4 ECTS
Organisational Communication and Journalism	3 ECTS
Intercultural and International Communication Management	3 ECTS
Communication Projects II	7 ECTS
• Course A • Course B	
Organisational Communication for Specific Industries and Selected Issues	2 ECTS

# Module Semester 2: «Managing Communication Projects» (3 ECTS; 2 SWL) B2-Kurs

**Dozentin: Susanne Loacker**

**Kurs: Managing Communication Projects**

Nr.	I.MA.AL.OK-MAPR.22FS.K
Bezeichnung	<b>Managing Communication Projects</b>
Veranstalter	LA Master-Studiengang Angewandte Linguistik

**Beschreibung**

<b>Course title</b>	Managing Communication Projects
<b>Learning outcomes</b>	<p><b>Attitude:</b></p> <ul style="list-style-type: none"> <li>Students understand the principles, methods and language of project management.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>Students know about the roots of the concept of project management.</li> <li>Students know typical communication projects and project management strategies.</li> <li>Students know the roles and tasks involved in communication projects and the respective vocabulary.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>Students can distinguish between the different tools and assess the most useful ones in any given situation.</li> <li>Students can apply these tools in a useful and adequate manner.</li> <li>Students are able to cope with the most common issues related to project management.</li> </ul>
<b>Course content</b>	<p>A:</p> <p>Introduction: a brief history of the concept of project management, its basics and its crucial tools, input project manager – daily business, common issues, hacks and solutions</p> <p>B:</p> <p>Use of project management on projects typically related to organizational communication</p>

<b>2. Semester</b>		<b>22 ECTS</b>
<b>Managing Communication Projects</b>	3 ECTS	
<b>Multimodal and Social Media Communication</b>	4 ECTS	
<b>Organisational Communication and Journalism</b>	3 ECTS	
<b>Intercultural and International Communication Management</b>	3 ECTS	
<b>Communication Projects II</b>	7 ECTS	<ul style="list-style-type: none"> <li>Course A</li> <li>Course B</li> </ul>
<b>Organisational Communication for Specific Industries and Selected Issues</b>	2 ECTS	

# Wichtige Daten im HS 23



- Überblick Semesterdaten auf Moodle ([Semesterdaten Master Angewandte Linguistik](#))
- Selbststudienwochen in SW 5 und SW 10 (16.10. – 20.10.2023; 20.11. – 24.11.2023)
  - Selbststudienwochen dienen der Konsolidierung, Vor- und Nachbearbeitung und eigenständigem Training – keine Ferien.
- Prüfungswochen: 08.01. – 19.01.2024
- Ersatzprüfungswochen: 29.01. – 02.02.2023

# Teilzeitmodelle MA AL OK

## Teilzeitmodelle

### Teilzeitmodell 1

Semester	Regelsemester	Block <sup>1</sup>	Modus	ECTS
FS	1	A 1	Teilzeit	16
HS	2	A 2	Teilzeit	15
FS	1	B 1	Teilzeit	14
HS	2	B 2	Teilzeit	13
FS	3	B 3 Masterarbeit I	Teilzeit	14
HS	3	Masterarbeit II	Teilzeit	18

Im Teilzeitmodell 1 wird jedes Semester im Teilzeitmodus absolviert.  
(Studiendauer: 6 Semester = 3 Jahre)

### Teilzeitmodell 2

Semester	Regelsemester	Block <sup>1</sup>	Modus	ECTS
FS	1	A 1	Teilzeit	16
HS	2	A 2	Teilzeit	15
FS	1	B 1	Teilzeit	14
HS	2	B 2 Masterarbeit I	Teilzeit	15
FS	3	B 3 Masterarbeit II	Vollzeit	30

Im Teilzeitmodell 2 werden die ersten vier Semester im Teilzeitmodus absolviert und das letzte Semester im Vollzeitmodus.  
(Studiendauer: 5 Semester = 2,5 Jahre)

### Teilzeitmodell 3

Semester	Regelsemester	Block <sup>1</sup>	Modus	ECTS
FS	1	A 1 B 1	Vollzeit	30
HS	2	A 2 B 2	annähernd Vollzeit	28
FS	3	B 3 Masterarbeit I	Teilzeit	14
HS	3	Masterarbeit II	Teilzeit	18

Im Teilzeitmodell 3 werden die ersten beiden Semester im Vollzeitmodus und die letzten beiden Semester im Teilzeitmodus absolviert.

(Studiendauer: 4 Semester = 2 Jahre)

### Teilzeitmodell 4

Semester	Regelsemester	Block <sup>1</sup>	Modus	ECTS
FS	1	A 1 B 1	Vollzeit	30
HS	2	A 2 B 2 Masterarbeit I	Vollzeit	30
FS	3	B 3	Teilzeit	12
HS	3	Masterarbeit II	Teilzeit	18

Im Teilzeitmodell 4 werden die ersten beiden Semester im Vollzeitmodus und die letzten beiden Semester im Teilzeitmodus absolviert.

(Studiendauer: 4 Semester = 2 Jahre)

# Wechsel in ein anderes Teilzeitmodell / Wechsel der Studienform

## **Wechsel in ein anderes Teilzeitmodell / Wechsel der Studienform (Vollzeit ↔ Teilzeit)**

Nach Studienbeginn ist ein Wechsel in ein anderes Teilzeitmodell bzw. der Wechsel vom Vollzeitstudium ins Teilzeitstudium und umgekehrt bis Ende der Kalenderwoche 33 (für das Herbstsemester) bzw. bis Ende der Kalenderwoche 3 (für das Frühlingssemester) über das Studiengangsekretariat zu beantragen (E-Mail an [master.linguistik@zhaw.ch](mailto:master.linguistik@zhaw.ch)).

Es sind ausschliesslich folgende Wechsel möglich:

- Vollzeitstudium ↔ Teilzeitmodell 3 bis spätestens nach dem 1. Plan-Semester.
- Vollzeitstudium ↔ Teilzeitmodell 4 bis spätestens nach dem 2. Plan-Semester.
- Teilzeitmodell 1 ↔ Teilzeitmodell 2 bis spätestens nach dem 3. Plan-Semester.
- **Teilzeitmodell 2 → Teilzeitmodell 4 nach dem 4. Plan-Semester.**
- Teilzeitmodell 3 ↔ Teilzeitmodell 4 bis spätestens nach dem 1. Plan-Semester.

## **Unbedingt Fristen einhalten! (KW 3 / KW 33)**

# Ausblick: FS 24

<b>1. Semester</b>	<b>22 ECTS</b>	<b>2. Semester</b>	<b>22 ECTS</b>	<b>3. Semester</b>	<b>12 ECTS</b>
Organisationskommunikation im wissenschaftlichen Kontext	2 ECTS	Managing Communication Projects	3 ECTS	Leadership Skills	2 ECTS
Strategie und Organisationskommunikation	8 ECTS	Multimodal and Social Media Communication	4 ECTS	Communication Consulting	2 ECTS
• Organisationskommunikation und Strategisches Management • Strategiekommunikation					
Wissenschaftliche Methoden der Organisationskommunikation	4 ECTS	Organisational Communication and Journalism	3 ECTS	Business Ethics and Corporate Responsibility Communication	2 ECTS
Konzeptionstechnik und Design Thinking	3 ECTS	Intercultural and International Communication Management	3 ECTS	Simulation	6 ECTS
Kommunikationsprojekte I	5 ECTS	Communication Projects II	7 ECTS		
• Kurs A • Kurs B		• Course A • Course B			
		Organisational Communication for Specific Industries and Selected Issues	2 ECTS		

Termine der Blockseminar-Sitzungen werden gegen Ende November 2023 bekannt gegeben.

# Fragen?