

COMMUNICATION MANAGEMENT > RADIO > TV > WEB > SOCIAL MEDIA > ONLINE JOURNALISM

Information is the most valuable commodity of our time, and communication its means of transport. Professional communication and the associated professions are becoming increasingly important in all areas of society, from politics to business. New communications technologies have radically altered the work of journalism and public relations – and the skills necessary to succeed in these professions. Nowadays, a single person must master an increasing number of skills, making a broad education more important than ever before.

Our bachelor degree programme in Journalism and Public Relations (PR) is the only programme of its kind in Austria to offer a comprehensive education in both fields, since mutual understanding is the key to success. English and Russian are offered as foreign languages to promote international understanding. The programme also provides a basic education in communication science, opening up a wide range of careers for our graduates.

The course combines practice-oriented education with a theoretical grounding. Numerous partnerships with media organisations, an internship semester and application-oriented projects give our students the opportunity to gain valuable experience for their future careers in the media world.

“The focus on Public Relations has opened many doors for me. Even as a student I was able to focus on internal communications - a great preparation for professional life.”

Elisabeth Faustmann, BA, Graduate
NEUROTH AG

FACTS

- Bachelor of Arts in Social Sciences (BA)
- Full-time
- 6 semesters / 180 ECTS
- Language of instruction: German
- 30 places per year
- Head of Degree Programme:
FH-Prof. Mag. Dr. Heinz M. Fischer
- FH JOANNEUM Graz
www.fh-joanneum.at/jpr

CAREER PROSPECTS

Our graduates are all-rounders in journalism and PR. They receive a professional education in print, TV, radio and online journalism and learn how to communicate successfully both internally and externally.

Graduates can enter careers in the following fields:

- Media houses and editorial offices
- Freelance journalism
- Communications and PR agencies
- Media consulting
- Press offices within companies, public institutions and non-profit organisations
- Communications departments in the fields of politics and administration, art, and culture

“The range of topics covered by this degree programme equipped me with everything I needed for my career as a political journalist. The dual education, which focuses on both journalistic practice and public relations, gave me a deep insight into both sides of the media industry.”

Klaus Knittelfelder, BA, Graduate
Kleine Zeitung, Vienna office

CURRICULUM: 180 ECTS (30 ECTS per semester)*

1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester	
Basics and Practice of Journalism 1 3 ECTS	Basics and Practice of Journalism 2 2 ECTS	Editorial Workflow 2 ECTS	Journalism and Politics 3 ECTS	Cultural Studies in a Media Society 3 ECTS	Internship and Seminar 20 ECTS	
Introduction to PR 1 3 ECTS	Web-based PR 2 ECTS	PR Concepts 2 ECTS	Strategic PR 3 ECTS			Media Law 3 ECTS
Audio Production Web-based Working 1 4 ECTS	TV Production Web-based Working 2 4 ECTS	Multimedia Production 1 4 ECTS	Multimedia Production 2 3 ECTS	Choice between Journalism or PR 5 ECTS		
Communication 1 Media History 1 4 ECTS	Communication 2 Media History 2 4 ECTS	Social Developments 2 ECTS	Media and Society 3 ECTS			
	Fundamentals 2 ECTS	Media Management 1 2 ECTS	Media Management 2 3 ECTS	English 5 Russian 5 4 ECTS		
English 1 Russian 1 4 ECTS	English 2 Russian 2 4 ECTS	English 3 Russian 3 4 ECTS	Empirical Social Research 2 ECTS	Production of a Magazine 15 ECTS		
Projects 1 12 ECTS	Projects 2 12 ECTS	Projects 3 12 ECTS	English 4 Russian 4 4 ECTS			
			Bachelor's Thesis 1 9 ECTS			
						Bachelor's Thesis 2 10 ECTS
Journalism Practice 10 ECTS	PR Practice 10 ECTS	Media Technology 15 ECTS	Theory 16 ECTS	Business and Law 8 ECTS		Academic Work 6 ECTS
Topics of the Future 5 ECTS	Foreign Languages 20 ECTS	Innovation Workshop 5 ECTS	Internship 20 ECTS	Bachelor's Theses 19 ECTS		

* New from 2016/17 academic year: specialisation in Digital Journalism or Online Communication in the 4th semester subject to approval by the relevant bodies.