



# COMMUNICATION AND MEDIA STUDIES

Explore how media and communication shape our world. Communication and Media Studies at Franklin empower students to interact confidently in a rapidly changing environment and to analyze, create, and engage with media across cultures, platforms, and professional contexts.

 **LUGANO, SWITZERLAND**



**FRANKLIN  
SWITZERLAND**

U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

## BACHELOR'S STRUCTURE

### THE BACHELOR OF ARTS AND BACHELOR OF SCIENCE DEGREES REQUIRE A MINIMUM OF 120 CREDIT HOURS

In an era defined by constant connection, the Communication and Media Studies (CMS) major equips students with the skills to understand and shape the rapidly evolving communication and media landscape. At Franklin, you will study communication theories, media industries, and digital technologies while gaining hands-on experience in content creation and analysis. The program blends critical thinking with creative practice, preparing you to navigate global communication and media systems and to make an impact in fields ranging from journalism and organizational communication to public relations and beyond. It also provides a strong foundation for advanced study, preparing students for both research-oriented and professional master's programs in related disciplines.

#### CORE REQUIREMENTS

**66**  
CREDITS

Academic Travel  
(12 credits)  
Academic Writing  
(12 credits)  
First Year Seminar  
(3 credits)  
Global Responsibility  
(18 credits)  
Modern Language  
(15 credits)  
Quantitative Literacy  
(6 credits)

#### MAJOR REQUIREMENTS

**39**  
CREDITS

Required Courses  
(18 credits)  
Major Electives  
(12 credits)  
Interdisciplinary Electives  
(6 credits)  
Capstone Requirement  
(3 credits)

#### ELECTIVES

**15**  
CREDITS

In order to meet the minimum requirements of 120 credits, you will need to add elective courses

## GET TO KNOW OUR FACULTY



#### SATOMI SUGIYAMA

Professor and Program Director, Communication and Media Studies



#### NELLO BARILE

Adjunct Professor, Communication and Media Studies



#### ALESSANDRO MARTINISI

Assistant Professor, Media and Communication Studies

**LEARN MORE**

AND DISCOVER  
THE COURSE LIST



# ACADEMIC TRAVEL

## EXPERIENCE THE PLACES YOU STUDY

Academic Travel courses allow students to learn beyond the classroom by exploring real-world environments alongside knowledgeable and passionate professors, turning travel destinations into immersive, living classrooms.

### EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS

#### **COM 235T PIZZA, SPAGHETTI AND OTHER STORIES: FOOD JOURNALISM AND CULTURE - ITALY**

Explore how food, media, and culture intersect through journalism, film, and television. During Academic Travel in Italy, you will examine how food stories shape identity, globalization, and social power.

#### **COM 225T TECHNOLOGIZED BODIES: MOBILE ICTS IN THE CITY**

Investigate how mobile and wearable technologies transform our bodies, communication, and urban life. Experience the city as a living laboratory while studying how humans and technology interact in daily spaces.

#### **COM 230T COMMUNICATION, FASHION, AND THE FORMATION OF TASTE - ITALY**

Discover how media and culture influence what we value, wear, and consume. Study the role of communication in shaping personal and collective taste through immersive experiences in Italy.



**LEARN MORE**

ABOUT ACADEMIC TRAVEL  
AND EXPLORE OUR COURSES



## TUITION AND FEES

The cost of attendance at Franklin University for a first-year undergraduate student or transfer student has two main factors.

**DIRECT COSTS\***: Tuition, housing, meals and health insurance.

**INDIRECT COSTS**: Books, materials, travel, and personal expenses.

\*Some special conditions apply to students from partner institutions.

Please contact [admissions@fus.edu](mailto:admissions@fus.edu) for details.

### SWISS/EU/EEA TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in Swiss Francs (CHF) for

**Swiss citizens or nationals of an EU/EEA member state.**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 22,650	+ CHF 2,150	= CHF 24,800
Second Semester	CHF 22,150	+ CHF 2,150	= CHF 24,300

### US/CANADA TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in US dollars (USD) for

**US citizens or permanent residents and to Canadian citizens**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	\$35,105	+ \$2,700	= \$37,805
Second Semester	\$34,555	+ \$2,700	= \$37,255

### INTERNATIONAL TOTAL AVERAGE COST OF ATTENDANCE

The Tuition and Fees shown below are in Swiss Francs (CHF) for students who are **not citizens of Switzerland, the US, or an EU country.**

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 36,435	+ CHF 2,650	= CHF 39,085
Second Semester	CHF 35,935	+ CHF 2,650	= CHF 38,585

## FOR FURTHER DETAILS

Visit [www.fus.edu/admissions-and-aid/tuition](http://www.fus.edu/admissions-and-aid/tuition)



## WHY CHOOSE FRANKLIN?



**Dual Accreditation**  
US (MSCHE)  
& Swiss (AAQ)



**Residential Campus**  
8 Residence Halls



**350+** Students  
**55+** Countries  
**8K+** Alumni Community



**Academic Travel**  
Once a Semester for  
Experiential Learning



**19** Majors  
**1** Master  
(Master of Arts in Sustainability  
and Transformation)



**WURI Ranking 2025**  
24<sup>th</sup> for Innovation  
19<sup>th</sup> for Ethics and Integrity  
17<sup>th</sup> for ESG Trend



**10:1**  
Student to  
Faculty Ratio



**75%** of Franklin graduates  
obtain full-time employment  
within 6 months after graduation.

## 3-YEAR OPTION

This major is also offered as a 3-year accelerated bachelor's degree, designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits. This option grants students a jump start on their introductory level University courses.

## HOW TO APPLY

- 1 Online Application**  
Apply online through our [website](#) or [Common App](#).
- 2 Academic Transcripts**  
Submit your official high school transcripts.
- 3 Personal Statement**  
Share what motivates you, the experiences that have shaped you, and the goals you hope to achieve.
- 4 Recommendation Letter**  
Provide one letter from individuals who can speak to your academic strengths and/or extracurricular involvement.
- 5 English Proficiency (if required)**  
If your studies were not in English, submit a TOEFL, IELTS, or equivalent scores.
- 6 Interview**  
A conversation for us to learn more about your ambitions, interest, and what drives you—so we can help design a path for your success at Franklin.
- 7 WELCOME TO FRANKLIN**

## HAVE QUESTIONS?

Write to our counselors at [admissions@fus.edu](mailto:admissions@fus.edu) or visit [www.fus.edu](http://www.fus.edu)