

COMMUNICATION AND MEDIA STUDIES

Explore how communication and media shape the way we connect, work, and engage with the world. Communication and Media Studies at Franklin combines theory and practice to help students understand, create, and navigate media across cultures, platforms, and professional contexts.

LUGANO, SWITZERLAND

FRANKLIN SWITZERLAND
U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

MAJOR OVERVIEW

In a world where media and communication are central to relationships, professions, and global issues, the Communication and Media Studies major equips students with the theoretical knowledge and practical skills to analyze, create, and engage effectively with people and media. The interdisciplinary curriculum explores media forms, practices, technologies, and industries; research in communication and media, with a focus on emerging and social media; media uses and effects at individual, relational, cultural, and societal levels; and the relationship between media, communication, and global processes.

The program prepares students for diverse careers in fields including communication management, public relations, journalism, human resources, education, technology, hospitality, and tourism, while also providing a strong foundation for graduate study in related disciplines.

YOUR DEGREE

A 120-CREDIT DEGREE DESIGNED AROUND YOUR INTERESTS

To earn a Bachelor's degree at Franklin, students must complete 120 credits across university-wide core requirements, major requirements, and elective courses. The curriculum combines a shared liberal arts foundation with specialized study in your chosen major, giving you both breadth and depth throughout your undergraduate experience.

CORE REQUIREMENTS

Courses and academic experiences shared by all Franklin students, designed to build essential skills and knowledge across disciplines.

MAJOR REQUIREMENTS

Courses specific to your chosen major, including foundational, required, and elective courses within the discipline

INTERDISCIPLINARY ELECTIVES

Courses selected from across Franklin's curriculum to explore additional interests and complement your major.

Shared by all Franklin students

66 CREDITS

CORE REQUIREMENTS	WHAT IT DEVELOPS
First-Year Seminar, 3 credits	Introduces students to Franklin's liberal arts approach and develops critical thinking, academic research, and communication skills.
Academic Travel, 12 credits	Connects classroom learning with experiential study across different cultural and geographic contexts.
Academic Writing, 12 credits	Develops written and oral communication skills for academic and professional contexts.
Global Responsibility, 18 credits	Examines intercultural competencies, international engagement, and social responsibility.
Modern Language, 15 credits	Builds language skills and cultural literacy, with a focus on Swiss languages.
Quantitative Literacy, 6 credits	Develops the ability to interpret, analyze, and communicate numerical information and data.

Please note: in some cases, courses may fulfill both a Core Requirement and a Major Requirement.

COMMUNICATION AND MEDIA STUDIES REQUIREMENTS — 39 CREDITS

REQUIRED COURSES — 18 credits

COM 105	Introduction to Communication and Media Studies in the Global Context
COM 201	Fundamentals of Media Studies and Criticism
COM 203	Communication Research Methods
COM 243	Principles of Strategic Communication
COM 301	Globalization and Media
COM 350	Mediated Relationships

MAJOR ELECTIVES — 12 credits

Four of the following courses, two of which must be at or above the 300-level

COM 202	Fundamentals of Interpersonal Communication
COM 204	Media Ecology
COM 212	Public Speaking: Engaging with the Global Audience
COM 218	Writing and Reporting for the Media
COM 225T	Technologized Bodies: Mobile ICTs in the City
COM 230T	Communication, Fashion, and the Formation of Taste (Italy)
COM 235T	Pizza, Spaghetti and Other Stories: Food Journalism and Culture
COM 295	Media Consumption, Fashion, and Identity
COM 308	Science Communication
COM 311	Strategic Communication and Public Relations
COM 314	Digital Journalism in a Global Context
COM 330	The Digital Innovation and Media Strategies for a New Consumer Culture
COM 347	Organizational Communication
COM 370	Topics in Communication and Media Studies
COM 497	Senior Research Seminar in Communication and Media Studies
COM 498	Internship in Communication and Media Studies

CAPSTONE REQUIREMENT — 3 credits

One of the following courses

COM 497	Senior Research Seminar in Communication and Media Studies
COM 498	Internship in Communication and Media Studies

The remaining credits required to complete the degree are fulfilled through ***interdisciplinary electives,*** *allowing students to explore courses across Franklin's academic offerings.*

CLICK HERE TO **LEARN MORE** ABOUT THE MAJOR

3-YEAR OPTION

This major is also available as a three-year accelerated bachelor's degree for students who qualify for advanced standing based on their high school academic credentials. Students admitted with 30 U.S. credits of advanced standing receive a head start on their university studies, allowing them to complete their degree in three years.

GET TO KNOW OUR FACULTY



SATOMI SUGIYAMA

Professor and Program Director, Communication and Media Studies



ALESSANDRO MARTINISI

Assistant Professor, Media and Communication Studies



NELLO BARILE

Adjunct Professor, Communication and Media Studies



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

WHY CHOOSE FRANKLIN?

Dual Accreditation
United States (MSCHE) & Switzerland (Swiss Accreditation Council)

Residential Campus
with 6 residence halls

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

Academic Travel
once a Semester for Experiential Learning

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

Language
Programs fully taught in English

Small Class Sizes
with 16 students on average; 10:1 student-to-faculty ratio

Career-Ready Graduates
75% of Franklin students secure full-time employment within 6 months of graduating; 95% within 12 months.



HOW TO APPLY

1. **Online Application**
   Apply online through our **website** or **Common App.**
2. **Academic Transcripts**
   Submit at least 3 years of 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**
   The recommendation letter can come from a teacher, counselor, or other staff member who is well acquainted with your academic profile.
5. **English Proficiency (if required)**
   If your studies were not in English, submit a TOEFL, IELTS, or Duolingo.
6. **WELCOME TO FRANKLIN**

HAVE QUESTIONS?

Write to our counselors at **admissions@fus.edu** or visit **www.fus.edu**