

STUDY AT IKMZ

ANSWERS TO FREQUENTLY ASKED QUESTIONS
BY EXCHANGE / VISITING STUDENTS

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www.ikmz.uzh.ch/en



**Universität
Zürich^{UZH}**

Frequently Asked Questions

- Orientation & Planning..... 2
 - What does the abbreviation IKMZ stand for? 2
 - What do I need to consider if I wish to study at IKMZ? 2
 - What are the semester and exam dates? 2
- Application..... 2
 - What subject-specific documents do I have to upload in Mobility-Online? 2
- Academics..... 2
 - Where can I find the course offering?..... 2
 - Are there restrictions in choosing courses? 3
 - Can I book both Bachelor and Master courses?..... 3
 - How do I know if the course is delivered in German or English? 3
 - Can I book courses from other departments / faculties? 4
 - Am I obliged to take a minimum amount of ECTS?..... 4
 - Where can I find how and where the course takes place? 4
 - How can I book the exams and when do the exams take place?..... 4
 - How do I book the courses? 4
 - Where can I find (German) language courses? 5
 - What is OLAT? 5
 - Do I need to fill out a Learning Agreement / Study Plan? 5
 - When do I receive the Transcript of Records? 5
- Degree-Seeking Students 6
 - How should I proceed if I would like to complete the full program at IKMZ instead of one or two semesters?..... 6
- Contact 6
 - Whom can I contact if I have more questions?..... 6

Orientation & Planning

What does the abbreviation IKMZ stand for?

IKMZ is the abbreviation for the German name of the Department of Communication and Media Research at the University of Zurich (Institut für Kommunikationswissenschaft und Medienforschung in Zürich).

What do I need to consider if I wish to study at IKMZ?

General information on studying at the University of Zurich and how to apply can be found on the website of the UZH Global Student Experience department: www.int.uzh.ch/en/in. Subject-specific information can be found on the IKMZ website: www.ikmz.uzh.ch/en/studies/study-mobility.

What are the semester and exam dates?

You can find the semester dates here: www.uzh.ch/cmsssl/en/explore/info/dates. In general, the fall semester starts around 20th September, and the spring semester around 20th February. Exams take place in December / January (fall semester), and May / June (spring semester). In general, the exam takes place on the last lecture day of the specific course. You can find these dates in the [course catalogue](#).

Application

What subject-specific documents do I have to upload in Mobility-Online?

You do not have to upload any subject-specific documents. Please consult the UZH Global Student Experience website (www.int.uzh.ch/en/in) for other application requirements.

Academics

Where can I find the course offering?

Please consult the [course catalogue](#). IKMZ is part of the Faculty of Arts and Social Sciences. You choose either Bachelor of Arts in Social Sciences or Master of Arts in Social Sciences, depending on your study level. Then click on Major 120 (Bachelor) or Major 90 (Master). Here you will find Communication Science and Media Research.

The image shows two dropdown menus from a web application. The first menu is titled 'Study programs (107)' and has a dropdown arrow pointing to 'Major 120'. Below this, the text 'Communication Science and Media Research' is visible. The second menu is titled 'Major 90' and has a dropdown arrow pointing to 'Communication Science and Media Research'.

Please make sure you select the right term (fall semester or spring semester). The course offering for the fall semester is published in May. The course offering for the spring semester is published in November.

Are there restrictions in choosing courses?

When choosing your courses, please take into account the following:

- If you are enrolled as Bachelor student, you cannot book Master courses.
- Seminars require methodological and statistical skills.
- It is advised not to take more than two seminars per semester due to the high workload.
- Exchange / visiting students are not allowed to attend research seminars. If you are in your final semester and have sufficient methodological and statistical skills, you could ask for an exception.
- Seminars offered by the specialized Master programs (Strategic Communication & Management, Political Communication & Governance, Internet & Society) can only be booked upon request.

Can I book both Bachelor and Master courses?

If you are enrolled as a Bachelor student, you cannot book Master courses. If you are enrolled as Master student, you do have the option to book Bachelor courses. You should check with your home university if their credits can be transferred.

How do I know if the course is delivered in German or English?

Please note that although the course titles have all been translated to English on the English course catalogue pages, does not mean that the language of instruction is English too. You will find the language of instruction by clicking on the course and then again on the course title (appears in German, when the language of instruction is German). See below an example of the course “From Strategy to Image – Secrets of Successful Brand Communication”.

The screenshot shows the course details for 'Von der Strategie zum Image - Geheimnisse erfolgreicher Markenkommunikation' (06SM254h00). The course is listed in the 'Courses (1)' section with C-Nr 4118 and a title in German. The 'REQUIREMENTS' section includes assessment details (Portfolio: 50% Case Study 50% Single-Choice Prüfung, Prüfungstermin: 22.12.2022 Digital (remote online)), grading scale (1-6, Half Grades Given), and repeatability (Cannot be repeated). The 'Description' section on the right provides course content in German, instructor (Patrick Andersen), languages (German), and links (OLAT Course).

Home / Degree programs / Degree program / Study program / Module
From strategy to image – secrets of successful brand communication (06SM254h00):

Description Courses Requirements Organization Component

Please log in to add courses to your notes. Courses inside your notes are also shown in your timetable. Login

Courses (1)

C-Nr	Title / Short course	Begin / End	Times
4118	Von der Strategie zum Image - Geheimnisse erfolgreicher Markenkommunikation 254h003a	from 22.09.2022 to 22.12.2022	Thu 10:15-12:00

REQUIREMENTS

Assessment: Portfolio: 50% Case Study 50% Single-Choice Prüfung Prüfungstermin: 22.12.2022 Digital (remote online)
Grading Scale: 1-6, Half Grades Given
Repeatability: Cannot be repeated

Von der Strategie zum Image - Geheimnisse erfolgreicher Markenkommunikation

Type of course: Course
C-Nr: 4118
Faculty: Philosophische Fakultät
Degree program: Bachelor of Arts in Sozialwissenschaften (RVO19)
Study program: Communication Science and Media Research
Module: From strategy to image – secrets of successful brand communication

Description Times/Rooms/Instructors Component

Course content: Marken sind pure Psychologie. Sie malen gezielt Bilder in unsere Köpfe, manipulieren und verführen. Welche Rolle spielen Marken im Konsumpraxis? Wir Marken häufig ein ganzes Leben lang treu? Die Vorlesung erklärt den Erfolg von erfolgreichen Marken und zeigt auf, wie sich die Spielregeln persuasiver Zeiten von digitaler Transformation, Social Media und Corona-Krise veränderten. Theoretischen Modellen und aktuellen Praxisbeispielen verdeutlicht, wann berechenbar sind. Neben theoretischem Basiswissen werden praktische Markenkommunikation vermittelt. Das erworbene Wissen wird mit erfahrenen Marken-, Design- und Werbebranche vertieft.

Times: Thu 10:15-12:00
Instructor: Patrick Andersen
Languages: German
Links: OLAT Course

Tip: if you switch the language of the course catalogue pages to German, you will easily recognize the English taught courses, as these will be the only courses with English titles. An overview of the courses offered in English at IKMZ and at the Faculty of Arts and Social Sciences (open to inbound exchange students without pre-requisites, see “[Can I book courses from other departments / faculties](http://www.ikmz.uzh.ch/en/studies/study-mobility/incoming_faculties)”) can be found here: www.ikmz.uzh.ch/en/studies/study-mobility/incoming_faculties”).

Can I book courses from other departments / faculties?

The majority of the courses need to be courses from your main discipline (Major). You are allowed to book courses offered by other departments / faculties, as long as approved by the responsible coordinator. Here you will find an overview of all departmental coordinators:

www.int.uzh.ch/en/in/program/coordinator.

Within the Faculty of Arts and Social Sciences, each semester, various departments offer English taught courses without pre-requisites to inbound exchange / visiting students from other disciplines. The list of these courses can be found here as of May (fall semester courses) / November (spring semester courses): www.ikmz.uzh.ch/en/studies/study-mobility/incoming.

Am I obliged to take a minimum amount of ECTS?

This depends on the type of exchange.

- Subject-specific ERASMUS / SEMP exchange students (agreement on departmental level) do not need to take a minimum amount of ECTS, but in general, students take between 20 – 30 ECTS credits per semester.
- Non-subject-specific exchange students (agreement on university level) need to take an amount of 20 – 30 ECTS credits per semester.
- Regular visiting students (no agreement) need to take a minimum amount of 20 ECTS credits per semester.

You can find an overview of subject-specific and non-subject specific agreements here:

www.ikmz.uzh.ch/en/studies/study-mobility.

Where can I find how and where the course takes place?

You can find the instruction mode (on-site / online) and the location (if delivered on-site) in the [course catalogue](#). Please note that the room may be added after the course has been published.

How can I book the exams and when do the exams take place?

By booking a course, you are automatically registered for the exam. Exams take place in December / January (fall semester), and May / June (spring semester). In general, the exam takes place on the last lecture day of the specific course. You can find these dates in the [course catalogue](#).

How do I book the courses?

Pre-booking

At IKMZ, we offer you the possibility to pre-book your courses. This is highly recommended as courses fill up quickly as soon as the regular booking period starts. Deadlines for pre-booking are mid-July (fall semester) and mid-December (spring semester). You should send your learning agreement / study plan to the departmental coordinator(s) to have all your courses signed off (see [“Do I need to fill out a Learning Agreement / Study Plan”](#) and [“Can I book courses from other departments / faculties”](#)). The departmental coordinator of your main discipline (Major) will then pre-book you in the courses. Please note: only courses from the Faculty of Arts and Social Sciences can be pre-booked. You can always adapt your learning agreement / study plan, but courses cannot

be pre-booked after above-mentioned deadlines. You can cancel pre-booked courses yourself, should you wish to do so.

Regular course booking

Please consult the module-booking website of the Faculty of Arts and Social Sciences for how to book your courses during the regular module-booking period:

www.phil.uzh.ch/en/studium/studentervices/module-pruefungen.

Where can I find (German) language courses?

The [Language Center of UZH and ETH Zurich](#) offers various language courses. Language courses cannot be pre-booked. These courses must be booked directly at the Language Center.

What is OLAT?

OLAT (Online Learning and Training) is a learning platform at the University of Zurich. All IKMZ courses use OLAT to provide students with learning materials and to encourage collaborative learning and communication. Information on OLAT can be found here:

www.ikmz.uzh.ch/en/studies/olat. When booking a course, you will automatically be given access to this course on the OLAT online learning platform, and to all the relevant course information. Registering for a course in OLAT does not mean that you have booked the course. Only booked courses will appear on your transcript of records.

Do I need to fill out a Learning Agreement / Study Plan?

Yes, you have to fill out a learning agreement / study plan. Please first read the information given so far in this FAQ carefully, before filling out your learning agreement / study plan.

The learning agreement / study plan must contain all the courses that you attend during your exchange / study abroad semester(s) at the University of Zurich, and need to be signed off by all responsible coordinators (in case you also attend courses offered by other departments / faculties; see "[Can I book courses from other departments / faculties](#)"). You will find the responsible coordinator here: www.int.uzh.ch/en/in/program/coordinator. The majority of the courses need to be courses from your main discipline (Major). The fully signed learning agreement / study plan must be uploaded to Mobility-Online (the same portal you have used for your application). If you have any technical questions concerning Mobility-Online, please contact the central Global Student Experience department: incoming@int.uzh.ch.

When do I receive the Transcript of Records?

At the end of your stay, your (electronic) transcript of records listing all academic achievements (passed and failed courses), is available free of charge as PDF on the [student portal](#) (there is a German and an English version). You will receive an e-mail notification when your transcript of records is available for download. In general, the transcript of records is available in calendar week 8 (fall semester) / 38 (spring semester).

Provisional Transcript of Records

If you need a summary of credits before calendar week 8 (fall semester) / 38 (spring semester), you can order a provisional transcript at the Office for Student Affairs of the Faculty of Arts and Social

Sciences (Student Services): studium@phil.uzh.ch. This may take 1 - 2 working days. The provisional transcript is available as of 1st January (fall semester) / 1st July (spring semester). Here you will find more information on provisional transcript of records: www.phil.uzh.ch/en/studium/student-services/beglaubigungen.

Verification of Transcript of Records

The transcript of records can be digitally verified for authenticity by your home university via the [UZH verification tool](#).

Certified Transcript of Records

If you require a certified transcript of records, you can order it directly through the order button on the student portal. Please note that you pay a fee for a certified transcript of records. Here you will find more information on the fees: www.students.uzh.ch/en/studyadmin/attestations/transcripts.

Degree-Seeking Students

How should I proceed if I would like to complete the full program at IKMZ instead of one or two semesters?

Please note that the information in this FAQ is addressed to exchange / study abroad / visiting students. If you are interested in completing the whole program, you should read the pages for degree-seeking students: www.int.uzh.ch/en/in/degree-seeking-students.

Contact

Whom can I contact if I have more questions?

Academics related questions

Your departmental coordinator at IKMZ: mobility@ikmz.uzh.ch

IKMZ website: www.ikmz.uzh.ch/en/studies/study-mobility

Administrative questions

UZH Global Student Experience (GSE): incoming@int.uzh.ch

GSE website: www.int.uzh.ch/en