Fudan Master of Communication and Media in English

1. Program Introduction

The Fudan-SciencesPo. double-degree program in Communication and Media was launched in 2011 in partnership with School of Communication at Sciences Po. The program enables students to study for one year at Sciences Po. in Paris, and one year at Fudan School of Journalism, Shanghai. The aim of the program is to enhance the skills of media and communications professionals - through research, practical training and applied learning - in Chinese media, marketing, journalism and culture in order to enhance their knowledge of China, equipping them with a richer global perspective and media savvy so they can contribute a unique transnational perspective in their future professions.

The School of Journalism at Fudan University is known as the Cradle for Chinese Journalists, and has close link to the Chinese media industry. The school was founded in 1988, which is evolved from the Department of Journalism established in September 1929. With its close link to the Chinese media industry, Fudan Journalism School’s alumni have played significant role across the country as leading figures in the media industry. As the first higher education institution in China to commit to journalism, currently Fudan Journalism School consists of four departments including Department of Journalism, Broadcasting, Advertising, and Communications with 78 faculty members, and about 1500 students.

2. Application

a. Language requirement

IELTS 7 with no sub-score less than 6.5 or TOEFL IBT 100

b. Academic qualification

Bachelor's degree with honours, with a grade of first or upper second class, or equivalent in a related area. Professional experience, although desirable, is not an essential requirement.

c. Other documents needed:

   CV; Personal Statement (1, 000 – 1, 500 words including academic interest, and study plan); 2 Reference Letters; GPA 3.5

d. Research or study plan: N/A
e. Reference Letter or other documents: None  
f. Course requirement: GPA 3.5 minimum  
g. Dissertation requirement: N/A  

3. Main courses  

Fudan  
Communication Inquiry in China  
Chinese Journalism: History, Theory and Practice  
Strategic Communication in China  
Communicating in China: The Media and PR Perspectives.  
Applied Media Management in China  
New Media and Chinese Society  
Introduction to Chinese Language and Culture  

SciencesPo  
Introduction to Media Studies  
Media in the Global and Digital Era  
Marketing and Brand Communication  
Strategic Corporate Communication  
Media and Digital Studies  
Intellectual Property, Communication and Media  
Brand Design and Creativity  
Public Opinion  
China Internet Politics  

4. Duration of the program & Tuition  
Duration of the program: 2 years, with first year at Sciences Po. In Paris, and second year at Fudan in Shanghai.  
Tuition: 13,820 Euro for Sciences Po, 80,000 RMB for Fudan.  

5. Contact details  
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