

MAZ

MAZ – the Swiss School of Journalism – is THE leading Swiss center of excellence for journalism, visual public media, media communication and presentation techniques. We do not do everything – but what we do, we do well.

We concentrate on ONE theme, ONE passion: the support of publication quality and, in connection with this, an outstanding expertise in negotiation and appearance.

We are anchored within the media industry and our supporters are Swiss publishers, Swiss Television SRG SSR, professional associations, the Swiss Conference of editors-in-chief, and the city and canton of Lucerne. This assures a great proximity to practice.

We are closely associated with universities in Switzerland and abroad. Our cooperation partners guarantee a foundation based on the newest insights from science and allow additional diplomas besides the recognized MAZ diploma.

We observe international developments in the media industry which forms the foundation for intense occupational debates and the development of path-breaking offers for communication experts and those employed in the media industry.

We strive for the highest possible gains in knowledge and thus work in small, interdisciplinary groups. Professionals are working directly with professionals.

This is the place where people meet who have a say meet. They gather here because MAZ is the place where significant and deep knowledge is welcome and sought after.

Students are university graduates, come from other industries, are beginners or experienced journalists, editors-in-chief, interns, communications experts, filmmakers, radio hosts, press photographers and photography editors. Most of them have already gained a foothold in the industry by working as an intern or fulltime employee and thus have already completed the first round of selection. The second round is the demanding acceptance procedure for the MAZ.

Our studies last as long as necessary, but are as short and compact as possible. Sometimes on day will suffice; sometimes it takes a Master's degree. The courses of study are modular and organized in accordance with the Bologna system.

We emphasize quality on a daily basis and are thus «Recognized for Excellence» at the European Foundation for Quality Management – EFQM.

We are at the pulse of time – and prefer being a step ahead of it, thanks to our extensive network that we share with our participants.

Facts & Figures

- Three departments: journalism; visual publication; media communication and presentation techniques
- More than 1'000 students per year
- One Master degree course, two courses of studies with diplomas, five CAS certificate courses of study, compact and individual courses
- Over 1'100 course days per year
- Around 300 lectures
- 13 heads of studies, 3 on the executive board, 11 employees in administration, marketing, information technology and technical support
- Well known award winners in journalism, communication, and photography every year
- The Swiss Media Award from the Association Quality in Journalism for the MAZ
- Almost all graduates work in media jobs directly after conclusion of their studies
- More than CHF 5 million turnover per year
- Of this amount, 80% stems from tuition and course fees, 10% from donations, and 10% from the public (Swiss Federal Office for Communication and Cantonal school fees)