

## MAZ

MAZ – the Swiss School of Journalism – is THE leading Swiss center of excellence for journalism and media communication. 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 to 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 one 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.