

Media Release

Executive Master of Science in Communications Management

23 MScom post-graduate diplomas awarded in 2008

Burson-Marsteller Award recognizes project team for work with Dutch Life Sciences company DSM

Lugano, November 15, 2008 – Today **23 graduates** of the **Executive Master of Science in Communications Management** program received their degrees at the Università della Svizzera italiana (University of Lugano). The mid-career managers come from Switzerland, Germany, Ireland, Lithuania and The Netherlands.

Participants learned to look beyond the standard view of integrated communications to encompass an organization's many stakeholders and publics. With the diploma in hand they are now ready to take responsibility for their organizations identity, image, communications strategy and, most importantly, to contribute to corporate strategy.

Over the 21 months, MScom participants had seven one-week sessions in Lugano. They also spent two weeks at the UCLA Anderson School of Management in Los Angeles and one week in Copenhagen for a joint session with participants of the Copenhagen Business School's Master in Corporate Communications. The toughest challenge, however, was the consulting project, which was undertaken by groups of five to six participants. This year's diploma projects were conducted for **AXPO**, **DSM**, **Swisscom**, and **UNHCR**.

During the graduation ceremony, **Roman Geiser**, CEO Burson-Marsteller Switzerland, presented the CHF 10,000 **Burson-Marsteller Award for Academic Excellence** to the best diploma project. The winning project was carried out for DSM, an international Life Sciences and Materials Sciences Company based in Rotterdam, The Netherlands. The project team developed a strategic stakeholder relationship and issue management concept for DSM's Functional Food business that was recognized for its in-depth analysis, clear recommendations for management and raising the level of awareness within the organization on key issues. Members of the all-women team are **Daniela Mayer (Netherlands)**, **Dorothee Braun (Switzerland)**, **Audrone Mažeikaitė (Lithuania)**, **Ines Najorka (Switzerland)**, **Jacqueline Oertli (Switzerland)** and **Susanne Schluckebier (Germany)**.

The 9th annual edition of MScom comprises the following graduates:

	<i>Name</i>	<i>Company</i>	<i>Position</i>	<i>Residence</i>
1.	Gabriele Badertscher Renz	Freelancer	Consultant Communications Management/Strategic Communications	Uttwil, CH
2.	Daniel Beran	Propaganda G.E.M.	Client Manager	Geneva, CH
3.	Jan Philipp Betz	Dresdner Bank (Schweiz) AG	Communications Consultant	Zurich, CH
4.	Rudolf Blankschön	The Swiss Post	Head of Management Communications	Bern/Linden, CH
5.	Dorothee Braun	Basler & Hofmann Ingenieure und Planer AG	Head of Public Relations Team	Zurich, CH

6.	Karin Broger	AstraZeneca	Corporate Communications Manager	Zurich, CH
7.	Anita Bunk	ND SatCom	Media & Internal Communications Manager	Markdorf, DE
8.	Maria Casile	International Trust Group	Head of Communication	Basel, CH
9.	Esther Kühne	Swisscom AG	Head of Internal Communication Swisscom Switzerland	Bern, CH
10.	Harry Landau	Embassy of Sweden	Deputy Chief of Mission	Bern, CH
11.	Elena Lidonnici	Politecnico di Milano - ALP (Alumni Association)	Alumni Director	Milan, IT
12.	Johann Mannes	Pleon C-Matrix Group AG	Account Director	Zurich, CH
13.	Audrone Mažeikaitė	BILD	Consultant	Vilnius, LT
14.	Daniela Meyer			Maastricht, NL
15.	Ines Najorka Tesch	Valora Management AG	Corporate Communications Manager	Bern, CH
16.	Jacqueline Oertli	Roche	Communications Manager	Frick, CH
17.	Susanne Schluckebier	Susanne Schluckebier - Brand Consulting	Brand & Communications Consultant	Köln, DE
18.	Martin Schmid	Collegium Helveticum	Public Relations Manager	Adetswil, CH
19.	Urs Schönholzer	ecopol ag	Partner	Winterthur
20.	Monika Suter	Suter Global Communication AG	Consultant/Member of the Board	Zurich, CH
21.	Daniel Walsh	IEN Irish Environmental Network	Communications Officer	Dublin, IR
22.	Martin Zehnder	Schweizerische Depeschenagentur (SDA)	Editor	Zurich, CH
23.	Raffaele Züger	BSI SA	Vice President/Head of Brand Management and Strategic Projects	Lugano, CH

Pictures of the 2008 MScom class can be downloaded from www.mscom.unisi.ch from 8 pm on November 15, 2008.

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About the University of Lugano's Executive MScom Program

The Executive Master of Science in Communications Management (MScom) is a part-time, postgraduate program for experienced communications professionals. Courses are conducted in English over a 21-month period. Classes are held every other month for seven consecutive days. Based at the University of Lugano in Switzerland, the MScom Program cooperates with Copenhagen Business School on program content and joint sessions, including a summer session at the UCLA Anderson School of Management, Los Angeles, one of the leading business schools in the US. An international faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its multinational orientation.