

Corporate Communication

»Communication is the key to success.«

**STUDY
REAL BUSINESS.**

University of Applied Sciences
for Management & Communication

www.fh-wien.ac.at



Degree Program

Entry Requirements

Completion of the Austrian »Matura« (school leaving certificate) or a local equivalent

Duration

6 semesters

Qualification

Bachelor of Arts in Business, BA

Lecture Times

Mon/Thu: 08:30 – 17:20

Tue/Wed: 18:30 – 21:45

Academic Year

September until June

Places Available

34 per academic year

Language of Instruction

English

Study-abroad semester

Recommended but not mandatory

Internship

Mandatory in the 5th semester; credits for students who already have relevant experience is possible

Specialization

Wide range of electives in the 4th semester

Costs

Tuition fees of approx. € 363.36 per semester (excl. student union fee) For those applying from

non-EU and non-EEA countries tuition fees are € 1000 per semester

Application deposit for students from non-EU and non-EEA countries: € 200

Location of the study program

WKO campus Vienna

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Degree Program Focus

- Communicative skills and social skills are perfected in the form of workshops
- Integrated communication concepts are created together with business partners
- A clear focus on innovative developments and trends in communication (e.g. digitalization)
- Specialization within the framework of six extensive electives (Mobile Marketing, Influencer Marketing, Event Management, Resilience in Sales, Open Business, Communication, Marketing & Sales in European Markets)

Job and Career

Our graduates are in demand in all areas of communication, in agencies, as well as in companies, organizations and institutions. The following occupational fields at a junior or assistant level are open to them:

- Corporate communication
- Public relations
- Press work, media work, media management
- Online communication and social media
- Advertising and marketing in general (focus on market communication)
- Event communication

Studying in Vienna

Studying in Vienna means getting to know a fascinating, dynamic city in the heart of Europe. Famous for its high quality of life, Vienna makes visitors feel right at home almost immediately. Whether visiting a traditional Viennese café, a busy pub, a hip new restaurant, or one of its numerous parks, you will find that Vienna offers countless ways to relax and enjoy the city. Vienna is a hub for culture and art with a multitude of sport, culinary, music and cultural events taking place throughout the year. Being at the heart of Europe, it is a great point of departure for short trips to the mountains, lakes and other neighboring vibrant cities.

»We educate the communication generalists of tomorrow. Our graduates are fit for the job – their expertise goes far beyond the disciplines of advertising, public relations, brand management, corporate identity or marketing. As the majority of our lecturers are practitioners, our students gain in-depth, practical relevant knowledge from experts and are able to expand their communication network during their studies.«

FH-PROF.ⁱⁿ MAG.^a DR.ⁱⁿ SIEGLINDE MARTIN *Head of Program*



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Email: servicepoint@fh-wien.ac.at

Highlights

- Become an international communication generalist in only 3 years
- Essential practical skills in text and video workshops
- Business field projects with external clients



Admissions Procedure

1. Register online via www.fh-wien.ac.at, complete the application form and send it by mail to FHWien der WKW

2. Complete the computer-based test at FHWien der WKW

3. Interview (work experience, communication skills, reasons for studying) and presentation with the faculty. For those applying from outside of Austria the computer-based test and interview/presentation will take place either on the same day or, in certain cases, on subsequent days.



»What my studies have really taught me is that instead of being an expert in one particular field, it's more important to possess a broad range of skills and the ability to be great with people. Without people skills founding multiple companies would have been way harder. When the going gets tough, the tough get going!«

ILJA JAY LAWAL, BA *Austria's Blogger of the year, Start-Up Founder & Entrepreneur*

1st Semester – 21 WH/S / 30 ECTS

WH/S: weekly hours per semester / ECTS: European Credit Transfer and Accumulation System

Communication Science 4 WH/S / 6 ECTS	Fields of Corporate Communication 4 WH/S / 6 ECTS	Social Skills 1 4 WH/S / 6 ECTS	Business Administration 1 4 WH/S / 6 ECTS	Business Administration 2 5 WH/S / 6 ECTS
Communication Theory, Communication Psychology, Media	PR & Internal Communication, Ethics, Marketing & Advertising, Market Research	Introduction Workshop, Presentation Skills, Rhetorics, Body Language	Strategic Management, Human Resource Management, Organization, Production & Logistics, Business Planning & Controlling	Accounting, Cost Accounting & Business Simulation, Corporate Finance & Controlling

2nd Semester – 19 WH/S / 30 ECTS

Public Relations 4 WH/S / 6 ECTS	Online Communication 4 WH/S / 6 ECTS	Marketing 4 WH/S / 6 ECTS	Business Communication 1 3 WH/S / 6 ECTS	Economics 4 WH/S / 6 ECTS
Public Relations, Internal Communication	Communication Theories in Online Communication, Disciplinary Approaches to Online Communication, Instrumental Approaches to Online Communication	Marketing Research & Consumer Behavior, Product Management & Pricing Strategies, Distribution & Sales, CRM & Dialogue Marketing	Business English 1	Microeconomics, Macroeconomics

3rd Semester – 19 WH/S / 30 ECTS

Advertising 4 WH/S / 6 ECTS	Copy Workshop 4 WH/S / 6 ECTS	Business Field Project 1 4 WH/S / 6 ECTS	Research Skills & Methods 1 3 WH/S / 6 ECTS	Civil Law 4 WH/S / 6 ECTS
Advertising Strategy & Media, Performance Measurement, Media Planning	Fundamentals, Targeting & Creativity in Copywriting	Business Field Project, Project Management, In-depth Review & Reflection	Research Skills 1, Statistics	Fundamentals of Civil Law

4th Semester – 15 WH/S / 30 ECTS

Elective 1/2 4 WH/S / 6 ECTS	Elective 2/2 4 WH/S / 6 ECTS	Business Communication 2 3 WH/S / 6 ECTS	Research Skills & Methods 2 3 WH/S / 6 ECTS	Bachelor's Thesis Conception 1 WH/S / 6 ECTS
Influencer Marketing, Event Management, Communication, Marketing & Sales in European Markets, Mobile Marketing, Performance Control and Resilience in Sales, Open Business		Specific Communication Topic, Business English 2	Research Skills 2, Qualitative Methods	

5th Semester – 4 WH/S / 30 ECTS

Creative Design 3 WH/S / 6 ECTS	Internship 18 ECTS		Bachelor's Thesis Composition 1 WH/S / 6 ECTS
Graphic Design Fundamentals, Working with Adobe CC, Web Editing			

6th Semester – 15 WH/S / 30 ECTS

Video Production 4 WH/S / 6 ECTS	Innovation & Trends 3 WH/S / 6 ECTS	Business Field Project 2 5 WH/S / 6 ECTS	Social Skills 2 3 WH/S / 6 ECTS	Bachelor's Examination 6 ECTS
Fundamentals of Video Production & Reception, Video Workshop, Research, Recording & Cutting Techniques	Lecture Series on Innovation & Trends in Corporate Communication. Critical Reflection of Innovation & Trends. Presentation & Discussion	Practical Assignment with External Clients, Budgeting, Specialization & Reflection, Intellectual Property Rights, Media Law & Privacy	Team Work, Group Dynamics, Cross Cultural Communication	Bachelor's Examination pursuant to § 16 (1) FHStG

Subject to change and approval of AQ Austria. Please refer to the website for the latest information.

