

# Corporate Communication

»In a world of digital, connected media,  
outstanding communication is key.«

Taught  
in English

**STUDY REAL  
BUSINESS.**

University of Applied Sciences for  
Management & Communication



# 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

One intensive week per semester if necessary

Occasionally on Saturday

Electives (4th sem.) mainly on Saturdays

## 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 5<sup>th</sup> semester; credits for students who already have relevant experience is possible

## Costs

Tuition fees of € 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



# 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, Performance Control and Resilience in Sales (in German), 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
- Online communication and social media
- Public relations
- Press work, media work, media management
- 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 in a digitalized world – their expertise goes far beyond the disciplines of advertising, public relations, brand management, corporate identity, marketing or digital versus analogue. 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.<sup>in</sup> MAG.<sup>a</sup> DR.<sup>in</sup> SIEGLINDE MARTIN *Head of Program*



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## Highlights

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

## Application for university places

On our website you can register online as an applicant during the application phase. There you will also find all current information on the admissions procedure.



APPROVED



»Communication is the heart of every company's success, the heart of every individual. My studies are teaching me necessary, fundamental skills that I can apply not only to one, but several fields. After only a few months, this program has already started to shape my career and contributed to my current and first job in Marketing.«

KATHARINA LIN *Student*

# Curriculum

## 1<sup>st</sup> Semester – 21 WH/S / 30 ECTS

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

<b>Communication Science</b>	<b>Fields of Corporate Communication</b>	<b>Social Skills 1</b>	<b>Business Administration 1</b>	<b>Business Administration 2</b>
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	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

## 2<sup>nd</sup> Semester – 19 WH/S / 30 ECTS

<b>Public Relations</b>	<b>Online Communication</b>	<b>Marketing</b>	<b>Business Communication 1</b>	<b>Economics</b>
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	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

## 3<sup>rd</sup> Semester – 19 WH/S / 30 ECTS

<b>Advertising</b>	<b>Copy Workshop</b>	<b>Business Field Project 1</b>	<b>Research Skills &amp; Methods 1</b>	<b>Civil Law</b>
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	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

## 4<sup>th</sup> Semester – 15 WH/S / 30 ECTS

<b>Elective 1/2</b>	<b>Elective 2/2</b>	<b>Business Communication 2</b>	<b>Research Skills &amp; Methods 2</b>	<b>Bachelor's Thesis Conception</b>
4 WH/S / 6 ECTS	4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	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	

## 5<sup>th</sup> Semester – 4 WH/S / 30 ECTS

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

## 6<sup>th</sup> Semester – 15 WH/S / 30 ECTS

<b>Video Production</b>	<b>Innovation &amp; Trends</b>	<b>Business Field Project 2</b>	<b>Social Skills 2</b>	<b>Bachelor's Examination</b>
4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	5 WH/S / 6 ECTS	3 WH/S / 6 ECTS	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 an External Client, Budgeting, Specialization & Reflection, Intellectual Property Rights, Media Law & Privacy	Team Work, Group Dynamics, Cross Cultural Communication	Bachelor's Examination pursuant to § 16 FHG

Subject to change.

