

20 Years of Communication Management at FHWien der WKW – Always Up to Date!

1,400 graduates of the Communication Management Study Programs enrich the economy with professional communication know-how.

Vienna, November 19, 2019 – On Thursday, November 7, 2019, the 20th anniversary of the Communication Management study programs of FHWien der WKW was celebrated with graduates, lecturers and employees. Sieglinde Martin, Head of Department of Communication, draw a balance of the success story of the study programs, which are often simply called "KOMM" among the community. As head of the department, she pointed out the challenges of digitization for communication management. In particular Social Media put the concept of integrated communication to the test. Sieglinde Martin emphasized that a sound academic education with a high practical focus is all the more important today in order to be able to survive in a constantly changing world of communication.

Adaptability to the needs of the economy as a recipe for success

In her speech, Beate Huber, Head of Academic Affairs, emphasized that the adaptability to the needs of the economy and the further development of curricula with regard to the current topics of sustainability, digitization and internationalization were crucial for the success of the Communication Management study programs and of FHWien der WKW as Austria's leading university of applied sciences for management and communication.

Thanks to the development and teaching team

Sieglinde Martin expressed special thanks to the development team of the study programs. With their pioneer work the today emeritus university professor Fritz Scheuch (WU Vienna), university of applied sciences professor Bettina Gneisz Al-Ani, university professor Roman Brandtweiner (WU Vienna) as well as communication professional and university of applied sciences lecturer Michael Himmer prepared the way for today's degree programs. Acknowledgements were given – representative for all lecturers – to the long-standing university of applied sciences lecturers Karin Lehmann, Michael Fürnschuß, Andreas Jernej as well as to university professor and communication scientist Roland Burkart.

Pioneer in the holistic approach of corporate communication

The success story of the Communication Management Study Programs began in 1999 with the degree program "Kommunikationswirtschaft" (Corporate Communication). This was the first degree program in Austria that combined the disciplines of communication and PR, advertising, marketing and corporate identity, and thus for the first time included a holistic approach to corporate communication.

Since 2018, the Bachelor's program is completely available in English

This part-time degree program started with 34 students and had the first graduates in 2003. In 2004, additional 34 full-time study places were created. In 2007, as part of the conversion to the Bologna system, the Bachelor's program "Kommunikationswirtschaft" (Corporate Communication) was launched in a full-time and a part-time version. The part-time Master's program "Kommunikationsmanagement" (Communication Management) was introduced in 2010. In 2013, further

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34 part-time study places were created in a block version of the Bachelor's program. As part of internationalization, the first cohort of the Bachelor's program "Corporate Communication" taught entirely in English was launched in 2018. With a total of 1,400 graduates today, the Communication Management study programs belong to the top addresses for academic communication education in Austria.

"You cannot not communicate"... and that wants to be studied!

The PRVA- and IAA-certified degree programs "Corporate Communication" (Bachelor) and "Communication Management" (Master) enjoy great popularity among students as well as companies because of their high practice-orientation. International careers are open to graduates. As communication professionals, they are in demand where a holistic, strategic view of corporate communication is required.

The curricula of the Communication Management Study Programs are permanently adapted to the requirements of digitization and thus of the market. In addition, the degree programs convince by innovative teaching formats such as e-learning and blended learning.

[>> About the Bachelor's Program Corporate Communication](#)

[>> About the Master's Program Communication Management](#)

Image:

Acknowledgments to the members of the development team Roman Brandtweiner, Fritz Scheuch and Bettina Gneisz-Al-Ani by Sieglinde Martin, Head of Department of Communication of FH Wien der WKW (from left to right)

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University of Applied Sciences for Management & Communication

FH Wien der WKW has been Austria's leading university of applied sciences for management & communication for 25 years. Working in close contact with Austrian corporations, FH Wien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 11,000 to date – for their future careers.

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