

PRESS RELEASE



FHWien der WKW Strengthens International Positioning through International Week on the Topic “Communication in the Digital Era”

International guest lecturers from nine countries inspired students with lectures on Communication Management, Marketing & Sales Management and Journalism & Media Management.

Vienna, November 29, 2019 – “Communication in the Digital Era” was the topic of the first “International Week” of FHWien der WKW. From November 20 to 22, 2019, the Department of Communication welcomed guest lecturers from Aruba, Belgium, Denmark, Finland, France, Georgia, the Netherlands, Romania and Spain. “Internationalization is a primary objective of FHWien der WKW. Our aim is to make our students fit for careers in an international environment. The International Week has strengthened our reputation in the international community and has given our students valuable experience in intercultural competence”, summarized Sieglinde Martin, Head of Department of Communication at FHWien der WKW.

Guest lectures on e-mobility, artificial intelligence and luxury communication

The International Week started with several open guest lectures. The diverse topics “Sustainable Future with Electric Mobility in Europe”, “Use of Artificial Intelligence in Marketing” as well as “Luxury Brands – target group and communication strategies” were very well received by the students and provoked lots of reflection.

Sales Expert Karina Burgdorff Jensen presented innovative ways to increase the customer value by sustainable sales in sales networks and eco-systems

Karina Burgdorff Jensen, founder of the International Creating Value and Sales Science Institute at Aalborg University Denmark and experienced international lecturer, held her keynote about the latest research findings in sales eco-systems and sustainability. She presented the innovative approach of “purpose selling” in order to generate more added value for clients. Her advice is to look at companies and customers as eco-systems, which according to her leads to more efficiency and to both an increase in turnover and customer loyalty.

International guests enriched study programs

The international guests were particularly looking forward to their lectures, which they held directly in the Communication Management, Marketing & Sales Management as well as Journalism & Media Management study programs. The diverse topics such as “Disruptive Innovation”, “Creativity” or “Fantastic memes and where to find them” were presented from different perspectives and met with great enthusiasm among the students.

Networking with Christmas program

Selected social activities with Viennese flair provided a pre-Christmas atmosphere among the international guests of FHWien der WKW. In addition to the visit of a traditional Viennese “Heuriger”, the visit of a Christmas market – a must at this time of year – and a “Dinner in the City” in the Museumsquartier was on the agenda. There, the guests were provided with traditional Viennese delicacies. Overall, the International Week made an important contribution to strengthening the international positioning of FHWien der WKW.

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Image to download:

Karina Burgdorff Jensen held the keynote on „Sales Eco-Systems and Sustainability”

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FHWien der WKW

University of Applied Sciences for Management & Communication

FHWien der WKW has been Austria's leading university of applied sciences for management & communication for 25 years. Working in close contact with Austrian corporations, FHWien 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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