

## “PRVA-Approved” Seal Again for Two FH Wien der WKW Study Programs

**The Bachelor’s program in Corporate Communication and the Master’s program in Communication Management have again been awarded by the Public Relations Association Austria (PRVA).**

*Vienna, February 18, 2021* – “Study real business” is the motto at FH Wien der WKW, which offers practice-oriented academic education at the highest level. The excellent quality of its study programs in Communication Management has once again been confirmed by the Public Relations Association Austria (PRVA): The [Bachelor’s program in Corporate Communication](#) as well as the [Master’s program in Communication Management](#) have again received the distinction “PRVA-approved”. With this quality seal, the PRVA distinguishes educational programs that meet high standards in terms of infrastructure, teaching content and instructors.

### Quality seal for PR education in the Communication Management study programs

The two study programs in Communication Management at FH Wien der WKW were evaluated according to strict criteria. In addition to quality management, equipment and the range of courses offered by the educational institution, the focus of the assessment was on content taught to students by qualified lecturers. The PRVA does not only evaluate the theoretical basics of PR and practice-oriented teaching, but also the teaching of ethical standards. By signing the [Principles of Responsible Management Education](#) in 2015, FH Wien der WKW laid the foundation early on for a university that educates managers to think and act in an economically, ecologically and socially sustainable way.

### Integrated communication on the pulse of the digital era

The clear focus of the Bachelor’s program in Corporate Communication and the Master’s program in Communication Management is integrated communication in a digitalized world. Bachelor’s graduates are ready for the job, their know-how goes far beyond pure disciplinary thinking in advertising, public relations, brand, corporate identity, marketing or digital versus analog. Master’s graduates are trained as managers, are aware of the structures and interrelationships in the media and communications society with advancing digitalization, and can thus make a significant contribution to corporate success.

[>> More information about the Communication Management Study Programs](#)

[>> More information about the quality seals for education programs by the PRVA \(in German\)](#)

### Images to download:

FH-Prof.<sup>in</sup> Mag.<sup>a</sup> Dr.<sup>in</sup> Sieglinde Martin is Head of Communication Management Study Programs at FH Wien der WKW, whose degree programs have once again been awarded the “PRVA-approved” seal by the Public Relations Association Austria (PRVA).

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The Bachelor's program in Corporate Communication and the Master's program in Communication Management at FHWien der WKW meet the high quality standards of the Public Relations Association Austria (PRVA) for educational programs in the PR field.

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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 over 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor's and Master's 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 11,800 to date – for their future careers.*

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