

## Quality Seal “IAA-Approved” for FHWien der WKW Study Programs

**The four Communication and Marketing study programs were awarded the “IAA-Approved” seal. In addition, IAA Austria and FHWien der WKW are deepening their cooperation.**

*Vienna, April 27, 2021* – Providing practice-oriented academic education that meets international standards is a top priority for FHWien der WKW. The high-quality of the study programs in Communication Management and Marketing & Sales Management has been recognized by the International Advertising Association (IAA Austria): The Bachelor’s programs in Corporate Communication and Marketing & Sales as well as the Master’s programs in Communication Management and Marketing & Sales Management were awarded the seal “IAA-Approved”. Furthermore, IAA Austria included them in the IAA Masterclasses.

### **“IAA-Approved” for education with its finger on the pulse with strong practical relevance**

The IAA Austria awards this quality seal to educational programs in the field of communication that stand out in terms of digitalization & brand management, future communication & advertising, and practice-orientation. The Communication Management study programs train communication professionals who make a significant contribution to corporate success in a digitalized media society with integrated corporate communication. Graduates of the Marketing & Sales Management study programs have a wide range of tools in online and offline marketing at their disposal and create innovative sales concepts using the latest technologies such as chatbots and artificial intelligence. In line with the motto “Study real business”, the focus is on practical relevance. FH-Prof.<sup>in</sup> Mag.<sup>a</sup> Dr.<sup>in</sup> Sieglinde Martin, Head of Department of Communication and Head of Study Programs, explains: “We are very proud that we have been awarded the ‘IAA-Approved’ quality seal. This encourages us on our way to offer our students, as leading university of applied sciences for management and communication, a sound professional education on an academic level.”

### **Expansion of cooperation brings offers for students and alumni**

Besides the awarding of the study programs, FHWien der WKW and the Austrian Chapter of IAA will strengthen the existing cooperation. Thus, the IAA network as the only cross-industry and cross-genre representation of the communications industry, will support FHWien der WKW’s students and alumni in their successful career starts. The newly created offers include, for example, participation in IAA webinars, which is largely free of charge for students, as well as different alternatives of IAA membership at reduced rates.

Mag. Thomas Schmidt, Head of Marketing & Sales Bachelor’s Program, was instrumental in expanding the cooperation: “The cooperation we have started with IAA Austria represents a win-win situation for both partners. Our students and alumni can extend their industry-specific network, while at the same time companies gain access to a pool of promising young talents in the fields of communication, marketing and sales.”

“FHWien der WKW as the leading university of applied sciences for management & communication is a very valuable partner for the marketing and communication industry. The pandemic has fundamentally changed many things and young people in particular are now challenged. They can steer the rudder in the right direction and for this they need future-oriented training offers,” summarizes Dr.<sup>in</sup> Kristin Hanusch-Linser, IAA Austrian Chapter Vice-President and Board Chairperson Education.

# PRESS RELEASE



[More information about the Communication Management Study Programs](#)  
[More information about the Marketing & Sales Management Study Programs](#)

[More information about the International Advertising Association \(IAA Austria\)](#)

## Images to download:

The study programs in Communication Management and Marketing & Sales Management at FH Wien der WKW meet the high quality standards of the International Advertising Association (IAA) for educational programs in marketing and communication.

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FH-Prof.<sup>in</sup> Mag.<sup>a</sup> Dr.<sup>in</sup> Sieglinde Martin is Head of Communication Management and Marketing & Sales Management Study Programs at FH Wien der WKW, whose degree programs have been awarded the “IAA-Approved” seal by the International Advertising Association (IAA).

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As head of the IAA-Approved Bachelor’s program in Marketing & Sales at FH Wien der WKW, Mag. Thomas Schmidt played a key role in expanding the cooperation with the International Advertising Association (IAA).

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Dr.<sup>in</sup> Kristin Hanusch-Linser, IAA Austria Vice-President and Board Chairperson Education, sees FH Wien der WKW as an important partner in the efforts to provide future-oriented education in the communications and advertising industry.

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## FH Wien der WKW – University of Applied Sciences for Management & Communication

*FH Wien 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, FH Wien 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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