

Inaugural Class of FH Wien der WKW's Excellence Club Honored

The new program recognizes outstanding commitment and academic achievements of students in the fields of communication, journalism, and marketing.

Vienna, September 11, 2025 – Since 2024, FH Wien der WKW has been supporting students who stand out for their exceptional motivation, achievements, and innovative ideas through the Excellence Club. The program is open to students from the Communication Management, Journalism & Media Management, and Marketing & Sales Management study programs and is designed to be interdisciplinary. Its goals are to highlight achievements, promote talent, and foster exchange with experts from media, academia, and business. At a ceremony on September 9, 2025, the participants of the inaugural class received their certificates.

Support for Highly Motivated Students

The Excellence Club offers both recognition and support: Members receive a certificate that strengthens their application materials, as well as access to exclusive career events, excursions, and industry networking opportunities. Workshops, training sessions, and mentoring programs help them enter the job market and encourage exchange with students from other disciplines. In this way, the program embodies FH Wien der WKW's motto "Study Real Business" and accompanies students on their next career steps.

At the same time, the Excellence Club creates a platform from which companies also benefit: They get to know high-performing young professionals early on, can contribute their expertise in workshops, and position themselves as attractive employers.

A Bridge Between Academia and Business

"We founded the Excellence Club to honor students who are especially committed," says Sieglinde Martin, Head of Department of Communication at FH Wien der WKW. "The program provides targeted support—both in shaping individual career paths through personal mentoring and in achieving academic excellence through additional supervision of Master's theses by our researchers. This is intended to motivate other students to follow their example."

Close supervision of students by researchers during the writing of their Master's theses also benefits companies involved in the Excellence Club: They gain access to innovative research topics, establish early contacts with practically oriented graduates, and can have their own topics addressed by students within the framework of Master's theses.

Renowned Industry Partners Open Their Doors

The Excellence Club is supported by leading industry institutions. The Forum Journalismus und Medien (fjum) and the Marketing Club Österreich (MCÖ) provide club members with access to their programs and events. Students thus gain exclusive entry to lectures, networking formats, and sector expertise, allowing them to connect with professionals at an early stage.

The Austrian Media Academy also supports the Excellence Club: The training institute for journalists enables talented students to participate free of charge in its programs and courses. It also

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sponsors the kick-off event. *“The Excellence Club offers talents the opportunity to acquire a wide range of skills. That is exactly what we at the Austrian Media Academy stand for. That is why we are proud and grateful to be part of it,”* says Nikolaus Koller, Managing Director of the Austrian Media Academy.

Transparent Selection Based on Clear Criteria

Selection of participants for the Excellence Club is based on defined criteria. A committee of faculty experts evaluates submitted résumés with regard to, among other aspects:

- Stays abroad and voluntary activities (language programs, voluntary social year, etc.)
- Multicultural competences and diversity
- Professionally relevant work experience, awards, and training
- Concept for the final thesis (in the case of academic mentoring for master’s students)

In addition, grade point average, nominations by cohort representatives, and recommendation letters from lecturers are considered in the selection process.

Invitation to Companies

The next selection round for the Excellence Club will begin in spring 2026. Companies and institutions that would like to participate in the Excellence Club and benefit from collaboration with excellent students are warmly invited to contact the departments of FH Wien der WKW.

[E-Mail to the study programs of FH Wien der WKW](#)

Image material:

With the Excellence Club, FH Wien der WKW honors students for their outstanding commitment and academic achievements. On September 9, 2025, the participants received their certificates.

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

FH Wien der WKW is Austria’s leading university of applied sciences for management and communication. Its Bachelor’s and Master’s degree programs offer around 2,900 students a practical academic education. Two-thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research prepares students optimally for their careers. Since its foundation in 1994, FH Wien der WKW has already produced more than 15,900 graduates.

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