

FHWien der WKW's Excellence Club Connects Talent with Companies

FHWien der WKW supports highly committed students in communication, journalism, and marketing & sales, connecting them with companies early in their studies.

Vienna, September 16, 2026 – FHWien der WKW has honored 13 students from the second cohort of its Excellence Club. The participants from the Communication Management, Journalism & Media Management, and Marketing & Sales Management study programs received their certificates on September 14, 2026.

Established in 2024, the Excellence Club is run by the Department of Communication at the Vienna-based university of applied sciences. It supports high-achieving and highly committed students beyond their regular studies and connects them with companies, media outlets, agencies, and other organizations. This gives partner organizations an opportunity to establish early connections with potential future employees.

“Through the Excellence Club, we support students who stand out for their achievements, commitment, and capacity for innovation,” says Sieglinde Martin, Head of Department of Communication at FHWien der WKW. “At the same time, we build a bridge to professional practice: companies get to know promising young talent, while our students gain valuable insights into their field and connect with industry professionals while still studying.”

Beyond the Regular Curriculum

The program combines mentoring, workshops, and field trips with direct exchanges with industry experts. In 2026, participants explored topics including professional presence, vibe coding, and the use of artificial intelligence in content production. Regular meetings gave them insights into current developments in communication, media, and marketing and opportunities to expand their professional networks.

Strong Support from Industry

The Excellence Club is supported by the Österreichische Medienakademie (ÖMA), fjum – forum journalismus und medien, and the Marketing Club Rookies, the young professionals' organization of Marketing Club Österreich. These partners enable students to take part in selected professional development programs, industry events, and networking meetings.

Companies Invited to Become Partners

Companies and institutions can get involved as partners or through the Excellence Club's mentoring program. This gives them direct access to highly committed students in communication, journalism, and marketing & sales, allowing them to build relationships with potential future talent early on.

FHWien der WKW's Department of Communication welcomes inquiries about the Excellence Club:

[Send an email](#)

PRESS RELEASE



Image:

Through the Excellence Club, FHWien der WKW supports highly committed students. Participants in the second cohort received their certificates on September 14, 2026.

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FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW is Austria's leading university of applied sciences for management and communication. Its Bachelor's and Master's degree programs offer over 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, FHWien der WKW has already produced more than 16,800 graduates.

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