

Corporate Communication

»Creative minds for professional communication
in a digitally networked media world.«

**Taught
in English**

**STUDY REAL
BUSINESS.**

University of Applied Sciences for
Management & Communication



Degree Program

Entry Requirements

Completion of the Austrian »Matura« (school leaving certificate) or a local equivalent

Duration

6 semesters

Qualification

Bachelor of Arts in Business (BA)

Type of Degree Program

part-time (block)

Study Program number

FW 511 121

Lecture Times

Mon/Thu: 08:30–17:20

Tue/Wed: 18:30–21:45

One intensive week per semester if necessary

Occasionally on Saturday

Academic Year

September until June

Study-abroad semester

Recommended in the 4th semester

Internship

Mandatory in the 5th semester; credits for students who already have relevant experience is possible

Costs

Tuition fees of € 363.36 per semester (excl. student union fee). For those applying from non-EU and non-EEA countries tuition fees are € 1,000 per semester.

Application deposit for students from non-EU and non-EEA countries: € 200

Location of the study program

wko campus Vienna

30–40 % Distance Learning



Degree Program Focus

- All communication disciplines such as public relations, advertising and internal communications with a focus on digital media
- Creative aspects of corporate communication including content creation as well as the use of digital and AI tools
- Social skills such as presentation techniques and working in a team
- Using the knowledge gained directly in business field projects and case studies
- Focus on sustainability and Sustainable Development Goals
- Specialization in electives such as social media, content creation & influencer marketing, data driven marketing and event management & live marketing etc.

Job and Career

Due to English being the language of instruction, cohorts consist of students from different countries of origin. Studying with peers who come from different cultures prepares our students to collaborate in an international environment and to start an international career at the end of the degree program.

In a constantly changing world, companies need versatile communication professionals. Become a communication generalist with broad, yet in-depth insights into both analog and digital communication disciplines. Our lectures combine theory with practical know-how and offer students global perspectives. Graduates are groomed for a job in the digital world and become sought after resources in all areas of communication, such as:

- Corporate communication including sustainability communication
- Public relations, internal communication and employer branding
- Marketing and advertising: media planning, search engine marketing, digital analytics etc.
- Digital communication: social media and influencer communication, content marketing
- Event communication and sponsoring
- and much more

»Graduates master all corporate communication disciplines such as marketing, advertising, PR and internal communication and will be able to integrate them into a communication concept. Our lecturers deliver up-to-date information drawn straight from practice, with a focus on the topics of digitalization and sustainability. As communications generalists, our graduates are equipped for a job in an international environment.«

DR. DAVID DOBROWSKY *Head of Program*



Highlights

- Interlinking of digital and classic communication channels
- Storytelling, image editing, video and audio production including AI tools
- Social media, content creation & influencer marketing as elective
- Real assignments with clients in business field projects

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The key features of a BA program at our UAS

- All Bachelor's programs provide a comprehensive introduction to business administration. This gives graduates a head start in their professional life – regardless of the industry.
- Students learn how digital transformation is changing their respective professional field and how to unlock opportunities offered by digitalization and the use of AI.
- Students build capacity to understand what it takes to move towards a more sustainable economy and shape the sustainability journeys of businesses.



»Thanks to hands-on business field projects, field studies and my internship, I gained extensive experience and acquired essential skills that made me ready for my first step in my career as a Digital Marketing Manager right from the start. The marketing communications focused lectures were the most valuable for me. There, we had the opportunity to learn from industry experts and got insights directly from practitioners. I also had fantastic support with the organization of my semester abroad during the pandemic and I am very grateful for that unforgettable experience!«

YVONNE BOLHAR-NORDENKAMPE, BA *Head of Platform Austrian Roadmap2050, KTUE* | *Team Farner, Graduate*

Curriculum

1st Semester – 20 WH/S / 30 ECTS

WH/S: weekly hours per semester / ECTS: European Credit Transfer and Accumulation System

Communication and Media Science	Fields of Corporate Communication	Organizational Communication & Ethics	Management & Business Information Systems	Social Skills
4 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS
Communication Theory, Digital Communication Theory, Media	Public Relations, Marketing, Market Research	Internal Communications & Ethics, English for Professional Purposes I	Fundamentals of Management, Fundamentals Business Information Systems	Welcome to FHWien der WKW, Presentation & Interaction, Personal Appearance

2nd Semester – 19 WH/S / 30 ECTS

Applied Digital Communication	Marketing	Public Relations	Collaboration & Communication	Research Skills & Methods 1
4 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS	3 WH/S/6 ECTS
Applied Digital Communication, Digital Communication Case Study, Fundamentals of Competition Law and Intellectual Property Law	International Sales & Marketing, Consumer Behaviour & Digital Customer Journeys, Product & Service Marketing, Distribution, CRM & Marketing Automation	Public Relations, English for Professional Purposes II	Cross Cultural Communication, Collaboration & Group Dynamics, Selfmanagement	Fundamentals of Scientific Techniques, Quantitative Methods: Statistics

3rd Semester – 20 WH/S / 30 ECTS

Business Field Project 1	Advertising & Media	Content Creation 1 – Fundamentals	Business Administration & Finances	Research Skills & Methods 2
4 WH/S/6 ECTS	5 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS	3 WH/S/6 ECTS
Concept Creation, Budgeting, Project Management	Advertising Strategy, Media Planning, Data Driven Advertising	Creative Writing (Text & Audio), Visual Content Creation (Graphic Design & Video)	Accounting, Corporate Finance & Controlling, Business Simulation	Scientific Reading and Writing, Qualitative Methods

4th Semester – 17 WH/S / 30 ECTS

Elective 1/2	Elective 2/2	Content Creation 2 – Visuals & Video	Economics & Sustainability	Bachelor's Thesis Conception
3 WH/S/6 ECTS	4 WH/S/6 ECTS	4 WH/S/6 ECTS	5 WH/S/6 ECTS	1 WH/S/6 ECTS
Social Media, Content Creation & Influencer Marketing, Event Management & Live Marketing, Sales Excellence, Data Driven Marketing, Performance Control & Resilience, Better Communication for a Better World		Visual Design Workshop, Video Production Workshop	Macro Economics & Sustainability, Micro Economics & Sustainability	

5th Semester – 5 WH/S / 30 ECTS

Professional Internship	Private Business Law	Bachelor's Thesis Composition
18 ECTS	4 WH/S/6 ECTS	1 WH/S/6 ECTS
	Civil Law 1 & 2	

6th Semester – 14 WH/S / 30 ECTS

Business Field Project 2	Developments in Digital Communication	Content Creation 3 – Text & Audio	Sustainable Innovation & Trends	Bachelor's Examination
3 WH/S/6 ECTS	4 WH/S/6 ECTS	3 WH/S/6 ECTS	4 WH/S/6 ECTS	6 ECTS
Concept Creation, Specialization	Tools of Networked Communication, Data Ethics, Fundamentals of Media Law and Data Protection Law	Narrative Content Creation (Text & Audio), Storytelling	Critical Reflection on Sustainable Innovation & Trends in Corporate Communication	Bachelor's Examination pursuant to § 16 FHG

Subject to change.



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