

SEMESTER	1	2	3	4	5	6
	WHS ECTS	WHS ECTS	WHS ECTS	WHS ECTS	WHS ECTS	WHS ECTS

LECTURES

	1	2	3	4	5	6	
	WHS ECTS	WHS ECTS	WHS ECTS	WHS ECTS	WHS ECTS	WHS ECTS	
CORE COMPETENCE: MARKETING	Fundamentals of Marketing	2 4					
	Strategic Marketing		2 2				
	Fundamentals of Marketing Research		2 2				
	Marketing Planning			2 2			
	Brand Management*			2 2			
	Visual Design I, II			1 2	2 4		
	Communication Channels				2 2		
	Applied Marketing Research				2 4		
	Sponsoring*				1 1		
	Event Management & Communication				2 4		
	Creativity Techniques				1 2		
	Marketing for Sports & Culture Enterprises					2 2	
	Direct Marketing					1 1	
	Marketing in New Channels*					2 4	
	Corporate Events & Incentives*					2 4	
	Branches & Careers					1 1	
Intercultural Consumer Behavior*						1 1	
Integrated Marketing Concepts						2 4	
Agency Management						1 1	
CORE COMPETENCE: COMMUNICATION	Fundamentals of Communication	2 2					
	Media Theory & Practice	2 4					
	Communication & Advertising Psychology		2 4				
	Language & Style I, II		2 4	2 4			
	Austrian Media Market & Media Consumption			2 4			
	Fundamentals of Public Relations			2 2			
	Internal Public Relations & Corporate Identity				2 4		
	International Media Market & Media Consumption*				1 2		
	Lobbying & Public Affairs*					2 2	
	Diversity Management*					1 1	
	Integrated Communication Concepts						1 1
	Trends in Communication*						1 1
	Intercultural Communication*						2 4
BASIC COMPETENCIES	Introduction to Business Administration	2 2					
	Financial Accounting	2 4					
	Law I, II	2 2				2 2	
	Information Technology	2 4					
	English for Marketeers I, II	2 4	2 4				
	Management & Human Resources		2 2				
	Budgeting, Financing & Controlling		2 4				
	Strategic & Innovation Management						2 2
	Scientific Methods & Writing		2 4				
	Project Management			2 4			
	Bachelor Seminar I, II			1 2			1 2
	Integrative Case Studies I, II				3 3	3 3	
COMPLEMENTARY COMPETENCIES	Multimedia Application & Trends I, II		2 4	2 4	1 2		
	Presentation & Communication Techniques	2 4					
	Negotiation & Sales Training			2 4			
	Team & Conflict Management					2 4	
	Business Cases in Marketing				1 2		
	Business Cases in Communication					1 2	
	International Week*					2 2	
	Internship					8	8
WEEKLY HOURS PER SEMESTER (WHS)		18	18	18	18	18	14
ECTS CREDITS**		30	30	30	30	30	30

* Lectures held in English
** ECTS: European credit transfer system, amount of work for students per lecture

Feb. 2011

>> BACHELOR DEGREE PROGRAM PART-TIME MARKETING & COMMUNICATION MANAGEMENT



HIGHLIGHTS

- >> Acquisition of scientifically-grounded knowledge in marketing and communication
- >> Examination of international media markets
- >> Study of press and public relations
- >> Specialized training in language and style
- >> Work in case studies and projects
- >> Development of essential performance competencies
- >> Courses scheduled conveniently for working professionals



JOB OPPORTUNITIES

- >> Product manager, marketing manager
- >> Communication manager
- >> Account manager in an advertising, promotion or event agency
- >> Marketing assistant, media planner
- >> Head of corporate communication
- >> Marketing and communication consultant
- >> Entrepreneur in the media industry

"Graduates of this program are perfectly qualified to assume leading positions in the marketing and communication departments of companies and public institutions."

Mag. Annemarie Kapferer, Lecturer for Marketing



MARKETING & COMMUNICATION MANAGEMENT >> MKM PART-TIME

The bachelor degree program "Marketing & Communication Management" offers students a solid foundation in business administration and, built on this, expert knowledge in both marketing and communication management. Organized in a part-time format for the convenience of working professionals, the program courses are scheduled on Friday afternoons and Saturdays as well as in several block sessions. The interconnectedness of theoretical and practical elements within the curriculum encourages students to think and perform analytically, innovatively and creatively.

COMPREHENSIVE KNOWLEDGE IN MARKETING AND COMMUNICATION

Besides acquiring the basics in business administration, students learn about communication and media theory, develop expertise in marketing and communication management, as well as work on special management skills. In the core area of marketing, students are exposed to the classical and cutting-edge communication channels, and are then asked to put this knowledge into practice. Graphic arts, design and multimedia applica-

tions are significant elements that flow into the teaching and learning throughout the program. In the core area of communication, the curriculum offers, among other subjects, Media Theory, Rhetoric, Language & Style, PR Work, and International Media Markets.

PRACTICAL RELEVANCE AND PERFORMANCE COMPETENCIES

The practical orientation of the program is given mainly by integrative case studies and projects carried out in cooperation with partners from the sciences and the marketing, media and communication business. As an important part of their studies, students have numerous possibilities to formally develop their social skills, especially in the context of courses that focus on techniques in presentation, communication, negotiation, sales, teamwork and conflict management. What's more, numerous courses are held in English and there is a study trip to a foreign country (International Week), which taken together foster the students' intercultural competencies.

FACTS

ORGANIZATIONAL FORM

Part-time

NUMBER OF STUDENT PLACES PER YEAR

22

APPLICATION MODE

Online, including document upload

DURATION

6 semesters

ACADEMIC DEGREE

Bachelor of Arts in Business (B.A.)

LANGUAGES OF INSTRUCTION

80% German, 20% English

STUDY ABROAD

Supervised study trip abroad in the 5th semester

STUDY FEES

Per semester: tuition € 363.36 (plus Austrian Student Union fee)

"This degree program offers students the ideal opportunity to acquire the competencies essential for working with strategic, conceptual and innovative approaches in the marketing and communication industry."

Prof. (FH) Dr. Robert Kaspar
Director of Studies



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