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Information on Admission

MA Media and Communications Consulting (University of applied sciences St. Pölten) study programme code 0701

Introduction

According to § 4 para. 4 FHStG, the educational requirement for admission to a university of applied sciences master degree programme shall be the completion of a subject-relevant university of applied sciences bachelor degree programme or the completion of an equivalent degree programme at a recognised domestic or foreign post-secondary educational institution. In the case that equivalence has basically been established and only certain supplementary qualifications are required for full equivalence, the programme director shall be entitled to tie the determination of equivalence to examinations to be taken during the master degree programme.

Definition of „relevant“

In any case, the university of applied sciences bachelor degree programme Media and Communications Consulting completed at the university of applied sciences St. Pölten shall be regarded as a relevant bachelor degree programme. The admission to this master degree programme shall also be made possible following the successful completion of any other relevant bachelor or university of applied sciences bachelor degree programme. Relevant bachelor or university of applied sciences bachelor degree programmes are characterised by a minimum workload of 12 ECTS Credits in the following fields, in each of which the contents relevant for the master degree programme must be covered:

Field	ECTS Credits
Economy	a total of 12 ECTS credits from the given areas
Marketing	
Media and communications science	

Common transfers

Students often transfer to a master degree programme after having completed one of the following bachelor or university of applied sciences bachelor degree programmes:

Bachelor degree programmes/University of applied sciences bachelor degree programmes	Higher education institution	Admission
BA Media and Communications Consulting (all versions of the curriculum)	University of applied sciences St. Pölten	without conditions
BA Media Management (all versions of the curriculum)	University of applied sciences St. Pölten	without conditions
BA Journalism and Communication Studies (all versions of the curriculum)	University of Vienna	with conditions ¹
BA Marketing & Sales (all versions of the curriculum)	University of applied sciences Vienna / FH Wien der WKW	with conditions ¹
BA Corporate Communication (all versions of the curriculum)	University of applied sciences Vienna / FH Wien der WKW	with conditions ¹

However, in case electives in the above-mentioned fields have been successfully completed, admission may also be possible without conditions.

Please bear in mind that the educational requirement for admission can also be fulfilled by other bachelor or university of applied sciences bachelor degree programmes, and that the listed examples are not exhaustive.

¹ Conditions required in order to achieve equivalence as defined by § 4 Abs 4 FHStG.

Please note that only a limited number of study places is available for the master degree programme. Therefore, the fulfilment of the educational requirement for admission does not constitute a claim to a study place. According to § 11 FHStG, an admission procedure shall be conducted at least in those cases where the number of applicants for a degree programme exceeds the number of available places. The programme director shall be responsible for designing the admission procedure.

Please contact Mrs Melanie Eder (+43 2742 313 228 402 / melanie.eder@fhstp.ac.at) for any questions regarding admission.

Please note that this fact sheet will not be legally binding as regards admission.