

Independent of time and place.



FH Burgenland



Postgraduate Academic Course MA Cross-media Marketing Communication

MA / ONLINE / ENGLISH / 2 SEMESTERS



Welcome to the University of Applied Sciences Burgenland!



Prof. (FH) DI Dr. Gernot Hanreich
Rector

The University of Applied Sciences Burgenland is an academic educational institution founded in 1994 according to the Austrian University of Applied Sciences Act. More than 5.000 students have received an academic degree through the University of Applied Sciences Burgenland. Furthermore the University of Applied Sciences Burgenland cooperates with approximately 70 partner universities and around 400 business enterprises throughout Europe and has currently set a strategic focus on Central and Eastern European countries in terms of educational cooperation and business content.

The AIM - Austrian Institute of Management is part of the University of Applied Sciences Burgenland and offers in its product portfolio academic programs, which consider the students' everyday life and enable flexible learning whilst allowing to respond to professional and personal obligations. The programmes' high quality is ensured by the Scientific Advisory Board comprised of experts from the University of Applied Sciences Burgenland who bear in mind that the requirements of the study programmes correspond to the current state of science and industry.



Mag. (FH) Daniela Schuster
Geschäftsführerin AIM



Dr. Michael Roither
Managing Director eLAC

We have years of experience in accompanying people with little time but a lot of commitment to their Master's degree: Our service is personal, program and didactics are at the pulse of time, courses are available regardless of time and place. With the eLAC method, goal-oriented training becomes an individual success story.

BENEFITS AT A GLANCE

- A 100% time and location independent course: Extensive possibilities for online exchange in tutorials, meetings and courses. Network meetings and final examinations are offered flexibly and optionally.
- Students can start their studies at any time, and the rhythm can be individually determined while being subject to standardized performance assessment. This is of particular benefit to working students.
- The degree is possible in 12 months due to a flexible, part-time organisation with appropriate time and commitment. The basis for this is the reduced number of ECTS credits (60 instead of 90 or 120) compared to a classical Master's programme.
- The degree is awarded by the University of Applied Sciences Burgenland and is an internationally recognized Master's degree with leadership qualifications.
- Cooperation with a strong brand on the German continuing education market in the

field of communication: The cooperation of the course provider with the DAPR (German Academy for Public Relations) enables the optimal market positioning of the Master's course as well as the further development of the curriculum together with industry experts from the DACH region.

- The tuition covers four semesters of study (= two semesters of study, plus two semesters buffer). One semester equals six calendar months. If you need more time to complete your studies, you may extend them beyond the two years covered by the tuition and extend for another year by paying the renewal fee. However, the maximum time of enrolment is limited to 36 months. For each extended semester, we charge a handling fee of 290 Euros to cover our administrative costs.



Postgraduate Academic Course

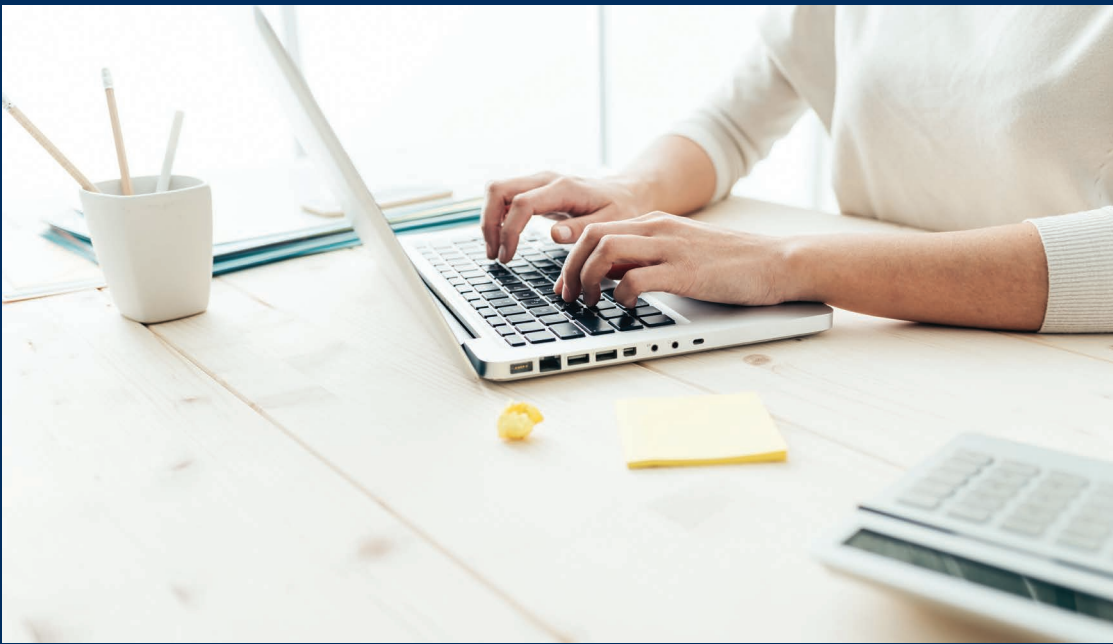
MA Cross-media Marketing Communication

FLEXIBLE TRAINING FOR THOSE WHO ARE UP AND COMING!

This recognized program is designed especially for those who are highly motivated but have little time.

In terms of content, the course offers a deliberately broad, comprehensive approach to the topic of cross-media marketing communication. Graduates of the online programme are able to professionally work the whole range of cross-media marketing communication. The course combined with professional experience enables graduates to assume management positions. In line with your company's objectives, you will accurately manage cross-media marketing communication from PR to advertising – regardless of whether you come from a private company, organisation or agency. Through integrated communications, you ensure a uniform communicative external profile that is image-oriented on the one hand and sales-oriented on the other.

In the almost Babylonian language confusion about terms such as public relations, communication management, marketing and much more, the Master of Arts (MA) also offers you a job-related degree for your professional practice that you can build on.



ADMISSION REQUIREMENTS

- an internationally recognised domestic or foreign academic degree from a university (at least equivalent to a bachelor's degree) **or**
- an equivalent qualification¹ to be determined by the programme manager based on
- a university entrance qualification and at least five years' professional experience **or**
- completion of an expert course/diploma course (e.g. university course, course for further education at a university of applied sciences or course of university character) to the extent of at least 60 ECTS and at least three years of professional experience **or**
- completion of a standardised written entrance examination, at least five years of professional experience and a minimum age of 21 years

¹ Assessment based on the descriptors describing level 6 of the European Qualifications Framework (EQF)



TARGET GROUP

Do you want to deepen your knowledge of cross-media marketing communication and increase your career opportunities? But you still want to remain independent of time and place and decide for yourself how much time you want to spend on your further training, when and where you spend it? Or does your professional experience give you the feeling that you can't learn anything new in a bachelor's programme? Would you still like to round off your expertise academically and thereby increase your professional integrity? Or have you already completed a marketing degree but ended up in the communications and marketing industry? Do you therefore wish to catch up on this know-how and thus increase your competencies? Are you looking for an interdisciplinary course of study that draws on the know-how of various institutes and many years of experience? And all this in combination with individual support?

Then the correspondence course Crossmedia Marketing Communication (MA) is right for you!



STUDY STRUCTURE

The course consists of three levels in which a total of 15 modules have to be completed. Each module comprises 4 or 2 ECTS. The Master's thesis (14 ECTS) concludes the course.



QUALITY

The content of the courses, the lecturers and the course administration are continuously evaluated by the participants with regard to relevance, didactics and organisation. Quality assurance is integrated into the quality management system of the University of Applied Sciences Burgenland.



UNIVERSITY

University of Applied Sciences Burgenland



START

Independent of time and place



CONCEPT

Online



PLACE

Independent of time and place



TUITION FEE

EUR 8.900,-
(no additional taxes)



FUNDING

Please check this with your financial legal representative or tax authority



DURATION/ECTS

2 semesters/
60 ECTS



DIPLOMA

Master of Arts (MA) in Cross-media Marketing Communication

CURRICULUM

The course consists of 15 modules. At the end there is the master thesis and an oral final exam.

First learning stage (10 ECTS)

Course title	ECTS
Scientific writing and empirical social research	4
Marketing basics	4
Basics of communication	2

Second learning stage (18 ECTS)

Course title	ECTS
Integrated communication management	2
Practice area marketing communication	2
Event communication	2
Text and visualisation	4
Public relations	4
Communication campaign and design	4

Third learning stage (32 ECTS)

Course title	ECTS
Image-oriented marketing communication	4
Sales-oriented marketing communication	4
Current trends in marketing communication	2
Reputation management and crisis communication	2
Law and ethics for the communications industry	4
Seminar for the master’s thesis	2
Master’s thesis	14

MBA-course in accordance with § 9 FHStG (University of Applied Sciences Act).
The council of the University of Applied Sciences Burgenland reserves the right to make changes.

Studying at the eLearning Academy (eLAC) is flexible, easy and location-independent. And so is eLAC’s organisation. The eLAC is located close to the University of Applied Sciences Burgenland in an office that formerly held the administration building of Esterhazy Palace in Eisenstadt. Eisenstadt is a small town 45 kilometres South of Vienna. The eLAC works with a number of independent module managers who get to know the students through their distance learning courses.



eLAC-METHOD

The fear of classic exam situations, an aversion to group work, in which the coordination of tasks consumes more energy than doing the tasks themselves, the memory of impossible schedules due to mandatory face-to-face studies and a lack of practical relevance - these are just some of the things that students don’t want to face. Studying with the eLearning Academy (eLAC) means: a pleasant way to deliver with personal feedback, independent of time and place, a resource-conserving study programme without travel times and travel costs, courses with module managers that have close ties to the working world, solid basic knowledge with the advantage of consistent quality, combined with up-to-date cases and the transformation of knowledge into competence. We sometimes call it the eLAC method and we are constantly improving it to serve our favourite disciplines: communication, marketing, sales

and management. The cornerstones are:

- Its ubiquitous nature
- Theoretical and practical approach
- Knowledge and competencies
- Tried and tested and up-to-date contents

The term eLAC itself stands for „eLearning Academy for Communication“. The German-Austrian start-up carries out the online study using modern distance learning technology and advanced didactic and pedagogical findings of „technology-based education“. eLAC is compact, well-founded, motivating, individual, yet collaborative and networked. We are convinced that our method makes learning varied and exciting.

Follow us on:



Our cooperation partner

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