



PRESS RELEASE

FHWien der WKW and Springer Campus Cooperate on New Degree Program "Digital Communication and Marketing"

The demand for employees with digital qualifications is booming – also in communication and marketing. The new continuing education program is intended to appeal primarily to non-computer scientists.

Vienna, March 1st 2018 – Areas such as communication and marketing used to be the domain of graduates in business and social science studies. Meanwhile, digital qualifications are increasingly demanded there as well. But how can non-computer scientists benefit from career opportunities in the digital sector? Springer Campus, an established provider of distance learning studies such as Business Information Systems, and FHWien der WKW, a specialist in practice-oriented programs in communication and management, have designed the new MSc program "Digital Communication and Marketing" specifically for this target group.

The degree program represents an innovative mix of marketing and IT content. The novel combination of distance learning and attendance is tailored to the needs of part-time students. In the first year of study, the program focuses on the fundamentals of business informatics necessary as a basis for digital communication and marketing. In the second year of study, specialized areas of digital marketing will be taught - oriented to the current needs of the labor market. Business administration knowledge is required. Thus, the program is particularly suitable for graduates in business administration and social science wishing to continue their education. The language of instruction is German.

FHWien der WKW

University of Applied Sciences for Management and Communication

FHWien der WKW is Austria's leading university of applied sciences for management and communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,700 students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 9,200 to date – for their future careers.

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