

Information on Admission

MA International Marketing (University of Applied Sciences FH CAMPUS 02) study programme code 0558

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“

One of the admission criteria for the Master Degree Programme in International Marketing is a successfully completed, subject-relevant, economics and business-oriented Bachelor's, Master's or Diploma degree that is equivalent to an academic credit value of a minimum of 180 ECTS credits. Applicants are also required to have English language skills of level B2 as well as German language skills of level A2.

Applicants are required to provide evidence of subject-relevant knowledge by listing the exams they have completed in economics and sales market-oriented subject areas (such as business administration, cost accounting, financial accounting, management accounting, economic law, marketing, sales, communication, market research and so on). The overall academic credit value of these exams must be equivalent to a minimum of 40 ECTS credits.

Please note: Applicants must prove that they have acquired at least 5 ECTS credits in sales market-oriented subject areas (e.g. marketing, sales, communication, market research, etc.).

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 International Management (all versions of the curriculum)	University of Applied Sciences JOANNEUM	without conditions ¹
BA Business Administration (all versions of the curriculum)	Karl-Franzens University Graz	without conditions
BA Global Sales and Marketing (all versions of the curriculum)	University of Applied Sciences Upper Austria	without conditions
BA Business Administration (Marketing and International Management) (all versions of the curriculum)	Alpen Adria University Klagenfurt	without conditions
BA Marketing & Sales (all versions of the curriculum)	University of Applied Sciences Wien	without conditions
BA Business, Economics and Social Sciences (all versions of the curriculum)	Vienna University of Economics and Business	without conditions
BA Entrepreneurship (all versions of the curriculum)	University of Applied Sciences Wien	without conditions
BA Banking and Insurance Industry (all versions of the curriculum)	University of Applied Sciences JOANNEUM	without conditions
BA Economics (all versions of the curriculum)	University of Applied Sciences Kärnten	without conditions
BA Innovation Management (version of the curriculum)	University of Applied Sciences CAMPUS 02	without conditions
BA Financial Accounting & Management Accounting (version of the curriculum)	University of Applied Sciences CAMPUS 02	without conditions
BA Marketing & Project Management (all versions of the curriculum)	University of Applied Sciences Wr. Neustadt	without conditions
BA Marketing & Electronic Business (all versions of the curriculum)	University of Applied Sciences Upper Austria	without conditions
BA International Business Relations (all versions of the curriculum)	University of Applied Sciences Burgenland	without conditions
BA Business Administration and E-Business Management (all versions of the curriculum)	University of Applied Sciences Krems	without conditions
BA Health Management in Tourism (all versions of the curriculum)	University of Applied Sciences JOANNEUM Gleichenberg	without conditions
BA Innovation & Management in Tourism (all versions of the curriculum)	University of Applied Sciences Salzburg	without conditions
BA Media Management (all versions of the curriculum)	University of Applied Sciences St. Pölten	without conditions

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

BA Business Consultancy (all versions of the curriculum)	University of Applied Sciences Wiener Neustadt	without conditions
BA Media & Communications Consulting	University of Applied Sciences St. Pölten	without conditions
BA Environmental Systems Sciences	Karl-Franzens University Graz	without conditions
BA Industrial Management	University of Applied Sciences Joanneum Kapfenberg	without conditions

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.

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 Bettina Stangl (bettina.stangl@campus02) for any questions regarding admission.

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