



MASTER'S PROGRAMM: MARKETING COMMUNICATION

# CROSS-MEDIA MARKETING COMMUNICATION

100% online | part-time | Master of Arts | English

## MASTER'S PROGRAMM MARKETING COMMUNICATION IN THE SPECIALISATION

# CROSS-MEDIA MARKETING COMMUNICATION

The Master's programme in Marketing Communication in the specialisation in Cross-media Marketing Communication is intended for all those who are highly motivated but have little time.

In terms of content, the course offers a comprehensive approach to the subject area of marketing communication. Graduates of the distance learning programme are able to handle the whole range of cross-media marketing communication professionally. Combined with professional experience, they are qualified to take on management positions. They unerringly manage cross-media marketing communication from PR to advertising in line with the company's objective - whether in companies and organisations or in agencies. Through integrated communication, they ensure a uniform communicative external image that is image-oriented on the one hand and sales-oriented on the other.



**UNIVERSITY**  
UAS Burgenland



**START**  
possible at any time



**FORMAT**  
Online



**LOCATION**  
independent of location



**FEES**  
EUR 8.900,-  
incl. VAT



**DURATION**  
12-36 months



**ECTS**  
60 ECTS



**DEGREE**  
Master of Arts (MA)

WE OFFER THE HIGHEST POSSIBLE FLEXIBILITY!

# ELEARNING ACADEMY FOR COMMUNICATION

Modern, accessible, personally supervised eLearning study programmes for all people – this is what we have been aiming for with the eLearning Academy for Communication since its foundation in 2016.

We set new standards not only in terms of content in the fields of marketing communication, media and business, but also in terms of implementation in the digital education market.

The eLearning Academy offers practice-oriented academic university courses in cooperation with the University of Applied Sciences Burgenland and its subsidiary Austrian Institute of Management (AIM) with an accredited master's degree. The focus is on comprehensible and multimedia-based content that can be studied independently of time and place, an individual learning pace with personal feedback, constantly evolving topics and study content as well as academic reflection.

## UAS BURGENLAND

The supporting institution and master's title provider for the programmes offered by the eLearning Academy is the Austrian University of Applied Sciences Burgenland. In cooperation with its subsidiary Austrian Institute of Management (AIM), complete online courses have been developed. The eLearning Academy is the operational implementer of these offers in the field of communication, marketing and media.



APPLY THEORETICAL BASICS IN PRACTICE!

# STUDY STRUCTURE & CONTENT

The Master's programme consists of three levels, in which a total of 15 modules must be completed. The modules comprise 2 or 4 ECTS. The course concludes with the master's thesis, which comprises 14 ECTS.

## FIRST LEVEL (10 ECTS)

Module title	ECTS
Scientific Work and Empirical Social Research	4
Fundamentals of Marketing	4
Fundamentals of Communication	2

## SECOND LEVEL (18 ECTS)

Module title	ECTS
Text und Visualisation	4
Public Relations	4
Integrated Communication Management	2
Practice Area Marketing Communication	2
Event Communication	2
Communication Campaigns and Concepts	4

## THIRD LEVEL (32 ECTS)

Module title	ECTS
Image-oriented Marketing Communication	4
Sales-oriented Marketing Communication	4
Reputation Management and Crisis Communication	2
Law and Ethics in Communication	4
Trends in Marketing Communication	2
Master Thesis Seminar	2
Master Thesis	14





## THE ADVANTAGES AT A GLANCE

- Resource-saving study without travel times & travel costs
- No fixed attendance times or examination dates
- Studying with lecturers from the field with a scientific foundation
- Practice-oriented study: acquire skills and apply them directly
- Tax deductibility of continuing education costs by employer/employee
- New job and career opportunities



## EXAMINATION MODALITIES

14 of the total of 15 modules in this part-time Master's programme are completed with module papers. These are papers with special assignments that combine theory and practice. Only the "Law" module ends with an online test. Within each module, knowledge is continuously tested by means of integrated self-tests. These self-tests must be completed positively before the module paper is handed in. The study programme is finalised with the writing, presentation and defence of your Master's thesis as well as a final examination. You will present your thesis in front of a commission online or on site.

## ADMISSION REQUIREMENTS

- an internationally recognised domestic or foreign academic degree from a university (at least equivalent to a bachelor's degree) **or**
- an equivalent qualification (1) to be determined by the programme manager based on **or**
- 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)



"The distance learning programme at the eLearning Academy is clear, self-explanatory and very well organised. Those responsible explain the subject matter in videos in the various modules and are thus present and tangible even for a 'non-present student'"

WOLFGANG WISTER, MBA - student

"I am now responsible for 28 employees and would certainly not have got the job without the Master's degree. So I owe a lot to my studies at the eLearning Academy."

VERENA ROHDE, MA - graduate



"We have years of experience in guiding people with little time but a lot of commitment to their Master's degree: Our service is personal, the programme and didactics are up to date, the delivery is flexible and independent of time and place. With the eLearning Academy, goal-oriented continuing education becomes an individual success story."

PROF. (FH) MAG. MICHAEL ROITHER MBA -  
Managing Director of eLearning Academy



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## CONTACT

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