

# Information on Admission

## **MA Marketing**

### **Full-time**

### **(IMC University of Applied Sciences Krems)**

### **study programme code 698**

#### **Introduction**

According to § 4 para. 4 FHG, 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 „relevant“**

In any case, business Bachelor programmes of min. 180 ECTS completed at a recognized Higher Educational Institution are considered as subject-relevant Bachelor degree programmes and give admission to this Master programme, with a degree from another Bachelor programme, admission to this Master degree programme is also possible on the basis of a case-by-case examination. Proof of English competence has to be given by a Certificate of English, level C1.

## Common transfers

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

<b>Bachelor degree programmes/ University of applied sciences Bachelor degree programmes</b>	<b>Higher education institution</b>	<b>admission</b>
All business study programmes at a University of Applied Sciences	Universities of Applied Sciences of Austria	without conditions
All business university degree programmes	Universities of Applied Sciences of Austria	without conditions
Communications Science programmes	Universities of Applied Sciences of Austria  Austrian Universities	with specialization in PR and advertising

(Exemplary listing!)

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 FHG, 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 the prospective student advisory service ([information@fh-krems.ac.at](mailto:information@fh-krems.ac.at); +43 802 2732 – 222) for any questions regarding admission.