

Department of Media & Economics

Bachelor- & Master Programmes | Research Institute



At a glance

The Department of Media and Economics currently has 33 employees. The teaching staff consists of renowned experts from the fields of marketing, media and economics. Every year approximately 200 students join the bachelor or master programmes at the Department of Media and Economics.

Bachelor Programme

Media and Communications Consulting

Students acquire the know-how necessary to develop and implement integrated marketing concepts for national and international careers in the fields of public relations, event management, marketing, advertising, dialogue marketing and media planning.

Graduation: Bachelor of Arts in Business (BA)

Length of course: 6 semesters

Language of instruction: German

Media Management

The study programme combines media and economics and distinguishes itself through its high degree of practical relevance and broad theoretical foundation. Basic journalistic competences taught include print, radio, video and online.

Graduation: Bachelor of Arts in Business (BA)

Length of course: 6 semesters

Language of instruction: German

Further Education

- Digital Marketing (Academic/Master Course)
- Event Management (Academic/Master Course)
- PR & Communications Management (Academic/Master Course)

Master Programme

Media and Communications Consulting

Students acquire comprehensive knowledge of the dynamic marketing industry, which is the basis for a career in national and international agencies and marketing departments.

Graduation: Master of Arts in Business (MA)

Length of course: 4 semesters

Language of instruction: German

Digital Media Management

This master programme combines knowledge of media and economics with a comprehensive education in the field of Digital Business.

Graduation: Master of Arts in Business (MA)

Length of course: 4 semesters

Language of instruction: German

Economic and Financial Communications

The master programme offers a holistic education in the established and newly emerging fields of economic and financial communications.

Graduation: Master of Arts in Business (MA)

Length of course: 4 semesters

Language of instruction: German

Department Highlights

The Department of Media and Economics provides a wide range of special offers to support academic success and develop the alumni network.

- Symposia & programmes of guest lectures are offered (e.g. MEDIAcon, EVENTcon, Brand Slam, Media Ethics Conference, Symposium economic and financial communication).
- Special marketing awards for students are created in cooperation with exclusive partners and associations (e.g. Direct Marketing Rookie, Mobile Marketing Rookie).
- Publications containing scientific articles by students are offered (e.g. "Spezialgebiete der PR 1 & 2").
- The programme for best talents enables the most talented students to be invited to guest lectures and networking events.
- The mentoring programme enables new students by request to get support from experienced alumni who help them to start their academic career successfully.
- Alumni networking is made possible through special events, social media activities (e.g. Facebook, Xing) and the alumni advisory council.

Research Activities at the Institute of Media Economics

The Institute of Media Economics has set itself the task of documenting, analysing and evaluating all aspects of this digital transformation, thereby creating a basis for entrepreneurial and media-policy decisions.

Current fields of research

Digital Business & Smart Data Management

This research focus examines the effects of digitalisation on business models, diversification processes and innovation strategies in the media industry. Special attention is paid to the importance of new methods of data management, analysis and control.

Global Media Markets & Local Practices

Today, global and local media services are closely interwoven in the daily lives of their recipients. Digitalisation has massively increased the availability of international productions and companies themselves are becoming proactive in a global environment. In the framework of this research focus, the interrelationship between local practices and global markets is illuminated.

Communication & Consumer Experience

Communication possibilities have greatly expanded as a result of digitalisation. For research, this raises new issues as well as extended, especially data-driven analysis options. Our research focuses on consumer experience and user engagement along the customer journey and the question of how different channels and brand touchpoints in the context of multi- and omni-channel marketing can be optimally integrated.



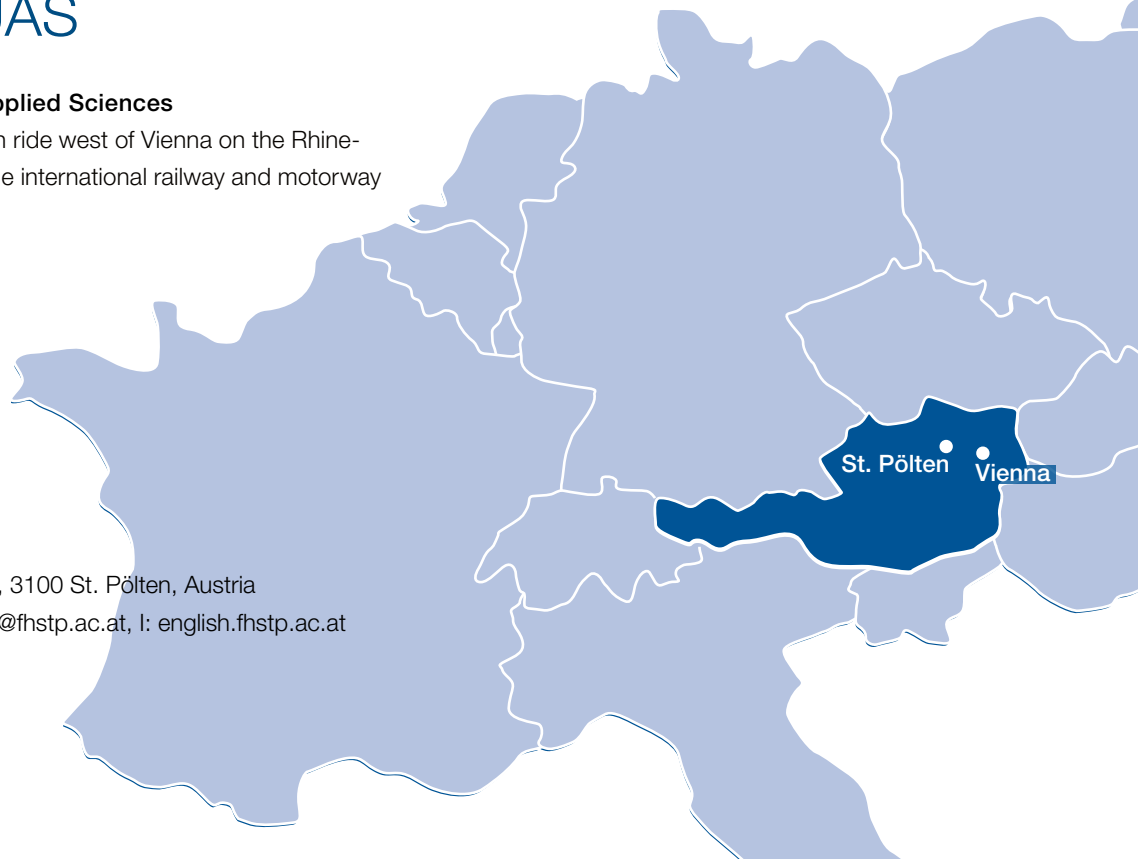
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St. Pölten UAS

St. Pölten University of Applied Sciences

St. Pölten is a 25 minute train ride west of Vienna on the Rhine-Danube Corridor with multiple international railway and motorway connections.



Contact Information

Matthias Corvinus-Straße 15, 3100 St. Pölten, Austria

T: +43 2742 313 228, E: csc@fhstp.ac.at, I: english.fhstp.ac.at

#fhstp

