

Information on Admission

MA Marketing Full Time (University of Applied Sciences IMC Krems) study programme code 0698

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“

In any case, business bachelor programs of min. 180 ECTS completed at a recognized Higher Educational Institution are considered as subject-relevant Bachelor degree programs and give admission to this Master program, With a degree from another Bachelor program, admission to this Master's degree program 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 bachelor degree programmes:

Bachelor degree programmes/University of applied sciences bachelor degree programs	Higher education institution	Admission
All business study programs completed at a university of applied sciences	Universities of applied sciences of Austria	without conditions
All university business degree programs	Austrian Universities	without conditions
European Economy and Business Management	University of Applied Sciences bfi Wien	without conditions

(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 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 the prospective student advisory service (information@fh-krems.ac.at; +43 2732 802 - 222) for any questions regarding admission.

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