

Information on Admission

Digital Marketing, Kufstein University (HOK) Study program code 0737

Introduction

According to § 4 para. 4 FHG, the educational requirement for admission to a university of applied sciences master degree program shall be the completion of a subject-relevant university of applied sciences bachelor degree program or the completion of an equivalent degree program at a recognized 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 program director shall be entitled to tie the determination of equivalence to examinations to be taken during the master degree program.

Definition of „relevant“

In any case, the university of applied sciences bachelor degree program Marketing & Communication Management completed at the University of Applied Sciences Kufstein Tirol shall be regarded as a relevant bachelor degree program. The admission to this master degree program shall also be made possible following the successful completion of any other relevant bachelor or university of applied sciences bachelor degree program. Subjects relevant to this master's program are bachelor's degree programs or equivalent post-secondary education degrees in social and economic sciences (based on ISCED 2013, Fields of Education and Training 03/04), that cover the core subject areas of Marketing, Communication, Management and Business administration (based on ISCED 2013, Fields of Education and Training 031/032/041), summarily treated in a total of at least 30 ECTS.¹

Common transfers

Students often transfer to a master degree program after having completed one of the following bachelor or university of applied sciences bachelor degree programs

¹ In addition, any qualitative admission requirements defined in the curriculum must be observed

Bachelor degree programs/University of applied sciences bachelor degree programs	Higher education institution	Admission²
Marketing & Communication Management	Kufstein University (HOK)	without conditions
International Business Management	Kufstein University (HOK)	without conditions
Sports, Culture & Event Management	Kufstein University (HOK)	without conditions
Coding & Digital Design	Kufstein University (HOK)	without conditions
Leadership & Business Management	Kufstein University (HOK)	without conditions
Industrial Engineering & Management	Kufstein University (HOK)	without conditions

Applicants who have completed a degree in a different field to those listed but has professional experience in a relevant field may also be considered.

The teaching and examination languages at the University of Applied Sciences Kufstein Tirol are German and English for all courses. The language of instruction and examinations in the full-time master degree program is English. Therefore, all students must provide proof from a recognised institute that they have attained level B2.

Please note that only a limited number of study places is available for the master degree program. Therefore, the fulfillment 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 program exceeds the number of available places. The director of studies shall be responsible for designing the admission procedure.

Please contact **Prof. (FH) Dr. Wolfgang Reitberger (Director of Studies)** for any questions regarding admission.

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

² Conditions required in order to achieve equivalence as defined by § 4 Abs 4 FHG.