

Master´s Day WU

Master´s program in Business Communication

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

24 November, 2021



Find the right words!

Learn how global corporations can use **communication** to achieve **business success** while living up to their **social responsibility**

Acquire valuable qualifications like **management skills, language comprehension** and **intercultural**, as well as **media competence**

Master the **integration of communication** into a company's **value creation process** in a **digitally connected world**

5 reasons to study Business Communication (BizComm)

1. BizComm is key to making businesses thrive
2. Combining communication, culture, and language
3. Cross-cultural scope
4. Navigating business & society through communication
5. Working on actual cases with real companies

Key Features

- **Program duration:** 4 semesters
- **ECTS credits:** 120
- **Title awarded:** Master of Science, MSc (WU)
- **Program type:** full-time degree program (courses onsite at WU campus)
- **Language of instruction:** English
- **International Experience:** exchange semester in the WU partner network and potential double degree options

Career prospects

Graduating with an **MSc in Business Communication** will qualify you for a **wide range of jobs requiring excellent communication skills**.

Looking specifically at the communications sector, the following roles represent **just a select few examples**:

- Communication manager
- Communication consultant
- Strategic communications manager
- Content or social media manager

Viewed more broadly, your **education in Business Communication** will **equip you with essential competences** to advance to **high-ranking positions** in any organization.

Want to know more?



VIENNA UNIVERSITY OF
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Find more information online:

[Website Master's program
BizComm](#)

[Application Guide](#)

Any further questions?
Send an e-mail to
bizcomm-master@wu.ac.at