

# COOPERATION

# POSSIBILITIES

# AT FHWIEN DER WKW

**DIE PRAXIS  
STUDIERN.**

Fachhochschule für  
Management & Kommunikation

[www.fh-wien.ac.at](http://www.fh-wien.ac.at)



# CORPORATE PARTNERSHIPS



## WELCOME TO FHWIEN DER WKW!



### OUR SHARED SUCCESS IS THE LINK BETWEEN US

Close cooperation with business is a key success factor at FHWien der WKW. This is what allows us to offer our students a practice-based and state-of-the-art education.

Time and time again the commitment and trust that our corporate partners give us confirms that we are on the right path. The multitude of opportunities that we offer is largely because of our first class collaboration with our business partners. The spectrum of collaboration projects goes from employer branding packages, to select sponsoring projects, to research and business field projects.

### ALWAYS THERE FOR YOU

Our contact persons offer comprehensive personal service. We would be pleased to create a suitable cooperation package for your company and to inform you about the many opportunities to address your target audience with and at FHWien der WKW.

We look forward to organizing a fitting corporate package for you!

FHWien der WKW

### CONTACT US

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## BUSINESSES AND UNIVERSITIES OF APPLIED SCIENCES



### KNOWLEDGE GROWS WHEN SHARED

The transfer of knowledge between FHWien der WKW and businesses from diverse industries is extremely important to us. We would like to invite you to share your views with our students as a corporate partner.

We also offer exclusive insights into the newest developments from research, development and teaching in the areas of management & communication. Both sides benefit!

### EVENTS

Below is an overview of possible events:

- ▶ Expert symposiums
- ▶ Lectures
- ▶ Discussion panels
- ▶ Conferences

### OPPORTUNITIES FOR COOPERATION

It is important to us that our corporate partners are invited to suitable events so as to promote the transfer of knowledge. We are happy to inform you about opportunities to take part in and organize fitting events at FHWien der WKW.

- ▶ Hosting an event
- ▶ Participation as a speaker or as a panelist
- ▶ Product placement
- ▶ Banners, flyers etc. at the event

We are also open for individual ideas.

### PRICE

Cost depends on the size and scope of the cooperation.

# OPEN HOUSE



## PRESENTATION POSSIBILITIES

Welcome: Open house is the perfect day to present your company to an interested target group: There are taster classes, interactive workshops, campus tours and much more.

**Open house attracts 500,000 \$00 visitors each year**

## TARGET GROUP

- ▶ Pupils (mainly 17 to 18 years old)
- ▶ Professionals from diverse sectors
- ▶ Students at FHWien der WKW
- ▶ Teaching, research and administrative staff at FHWien der WKW

## COOPERATION POSSIBILITIES

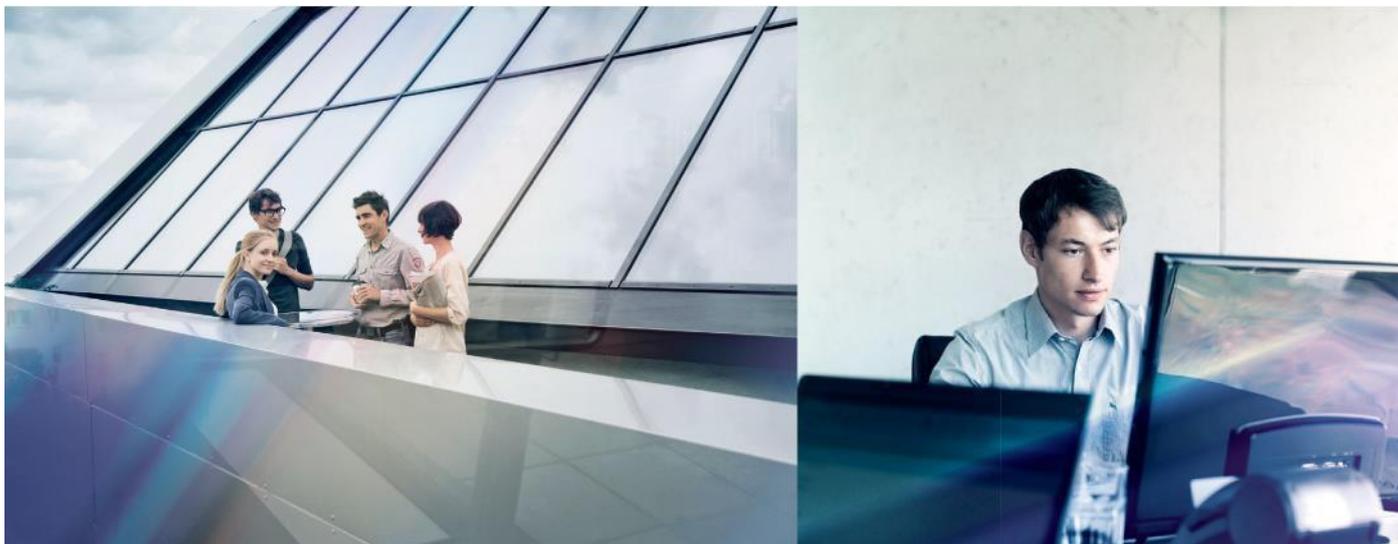
Open house offers our corporate partners a multitude of opportunities for cooperation and employer branding:

- ▶ Supplying prizes for competitions
- ▶ Product placement and/or distribution
- ▶ Distribution of giveaways
- ▶ Circulation of flyers

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# CAMPUS SCREENS

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## IN THE PICTURE: CAMPUS SCREENS

At the central points of contact at FHWien der WKW, as well as by the main entrance, there are campus screens, which give students, teaching and research staff, administrative staff, external WIFI course visitors and passersby information about the teaching activities and events at FHWien der WKW. As a corporate partner, you have the exclusive possibility to convey information about your business or your event on these screens.

**Over 2,500 students, over 900 teaching and research staff and numerous passersby are reachable via the six inside campus screens.**

## COOPERATION POSSIBILITIES

Up to two months on all screens

# NEWSLETTER



## NEWSLETTER

FHWien der WKW sends out one newsletter to students and another to teaching and research staff every month.

**Student newsletter: over 2,300 people**

## TARGET GROUPS

- ▶ Bachelor's and Master's Students
- ▶ Teaching and research staff
- ▶ Graduates

## COOPERATION POSSIBILITIES

Promotional articles in our newsletters

# STUDIO! THE MAGAZINE FOR MANAGEMENT AND COMMUNICATION



## studio!

studio! is published four times per year and 37,000 units are printed each time. Approximately 32,000 units are placed in the newspaper “Der Standard” and around 3,000 subscribers receive the magazine directly to their door. The focus is on current topics in the area of management & communication. Many famous people have been interviewed in our Q&A section.

**Copies: 37,000 units**

**32,000 units placed in the Saturday edition of “Der Standard”**

## AWARDS

studio! is on its path to success: the FHWien der WKW magazine has won two awards of excellence at the International Corporate Media Award, in the areas of photography and layout.

## AD PLACEMENT

With an ad in studio! you will reach people interested in the topics of management & communication who are generally between the age of 18 and 55. The subscribers are made up of students, teaching, research and administrative staff and business partners.

## DISPLAY VALUE

- ▶ 1 page: € 3,230
- ▶ 1/2 page vertical or horizontal: € 2,430

(Excluding 5% advertising tax and 20% value-added tax)

# ADVERTISING ON CAMPUS



## BASIC PACKAGE

- ▶ Presence in the student study zones
- ▶ Putting out flyers
- ▶ Hanging up posters

PRICE 400€

## EXTENDED PACKAGE 1

- ▶ Presence in the student study zones: putting out or distributing flyers and hanging up posters
- ▶ Campus screens: in the whole of the campus in the corridors and in the study zones where we can broadcast your message

PRICE 600€

## EXTENDED PACKAGE 2

- ▶ Presence in the student study zones: putting out flyers and hanging up posters
- ▶ Campus screens: in the whole of the campus in the corridors and in the communication areas where we can broadcast your message
- ▶ Contribution to promotion in the newsletter for students and teaching staff (over 3,000 people)

PRICE 800€

# STUDENT PROJECTS



**BUSINESS FIELD PROJECTS WITH STUDENTS** The academic departments at FHWien der WKW work closely in teaching and research with cooperation partners from the professional field.

Special focus is on business field projects where students work on cases for companies.

The spectrum of eligible projects is wide enough for us to offer services in many different areas: from the analysis of current cases from businesses, industries and markets, to consulting projects and concept analyses, to the development of market-ready products. The most suitable type of student project depends on the degree program.

**More than 20 successful business field projects are completed each  
year in cooperation with corporate partners**

Project development depends on the department and the needs of the partner companies and can be part of group work, seminars or final theses.

We are happy to inform you about the possibility of cooperation with our students in the scope of business field projects in their academic subject area and make contact with suitable contact persons at department level!

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# RESEARCH & DEVELOPMENT

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## RESEARCH FOR BUSINESS

Research and development (R&D) are a deciding key factor for an innovative and competitive business. The R&D concept at FHWien der WKW is characterized by a clear use orientation: Our aim is to develop methodically sound findings and create practice-oriented expertise for business. FHWien der WKW already has over 70 partners and customers from business with which we have carried out research and development projects.

We follow a clear line that is geared at the competitiveness of business. This line is determined by our ability to understand the meaning of innovation, to take on new challenges and to develop professional R&D projects necessary for market success.

Our method:

Research projects for which, as part of our research priorities, we provide a large amount of resources and a broad array of infrastructures.

Working through specific individual company issues as part of a dissertation or final thesis.

Business field projects that students can work on throughout a module. We are flexible in the defining of research topics, in the carrying out of research and in the transfer of results.

We advise businesses about the most efficient methodical and practical approach and choose the necessary tools for practical useable results. At the center of our approach is the individual interests of our partners and clients - allowing us to create a maximum amount of use-oriented knowledge.

Its use:

The requirements of clients and partners range from mining basic information for feasibility studies, to the development of new models, for example for real estate valuation, to questions about customer acceptance and marketing of products for market research projects.

The transfer of R&D results to businesses is also an important objective: We accompany our clients and partners in the concrete implementation of results on-site. And in a comprehensive way: We have every possible competence to answer questions ranging from HR and knowledge management to operative management and financial management, to make our results tangible and useful.

**Contact:**

The office for research coordination can support you in all matters relating to research projects and inform you on a suitable contact person for your research questions.