

Communication Management MA Entrance Examination 2027

Admission requirements

- Hold a completed Bachelor's degree or an equivalent qualification.
- Demonstrate sufficient proficiency in English.
- Submit all required application documents by the relevant deadline.
- Complete the Communication Management entrance examination.

Entrance examination

The entrance examination consists of a written examination and an interview.

Stage 1 – Written examination: 50 points

Academic integrity and use of AI

The written admission examination must represent the applicant's own work. Applicants must not use generative AI, automated writing tools, translators that generate or substantially rewrite text, or assistance from another person unless explicitly permitted by the admission committee. Plagiarism and other forms of academic misconduct are not permitted.

Part I: Communication Analysis (800–1,000 words)

Read the material and analyse the communication problem presented. Identify the central issue, explain the relevant concepts or arguments, critically assess the situation, discuss how it could be approached in practice, and formulate one or two questions for further investigation.

Applicants are expected to follow the stated word limits. A response exceeding 1,000 words will be considered non-compliant with the application requirements and will normally result in the applicant not being invited to the interview.

The full written-task requirements are:

- Select a peer-reviewed academic journal article or a chapter from an academic book relevant to Communication Management.
- Identify the central communication problem or issue.
- Explain the main concepts or arguments relevant to the problem.
- Analyse the problem critically, including relevant assumptions, strengths, weaknesses or alternative perspectives.
- Apply the ideas to practice: discuss how a communication manager or communication professional could approach the situation, identify relevant stakeholders or contextual factors, and connect at least one aspect of the analysis to an experience, observation or situation from your own life, studies, work or other relevant context.
- Formulate one or two questions for further investigation.
- The emphasis is on analysis, reasoning and application rather than on reproducing information from the source.

Part II: Motivation and Programme Fit (500–800 words)

Explain why you want to study **Communication Management** at Tallinn University Baltic Film, Media and Arts School and how the programme relates to your previous education, experience and future academic or professional plans. Identify the areas of communication you are particularly interested in exploring and make at least one specific connection between your interests, experiences or observations and communication management.

Applicants are expected to follow the stated word limits. A response exceeding 800 words will be considered non-compliant with the application requirements and will normally result in the applicant not being invited to the interview.

The response should address:

- Relevant educational, professional or other experience.
- Main interest in communication management.
- Why the applicant has chosen this Master's programme.
- One or two areas of communication the applicant would particularly like to explore.
- At least one specific connection between the applicant's interests, experiences or observations and communication management.
- How the programme is expected to contribute to the applicant's future academic or professional development.

Progression to the interview

Only applicants who achieve at least 35/50 points in the written examination will normally be invited to the interview.

Stage 2 – Interview: 50 points

The interview lasts approximately 15 minutes and assesses the applicant's motivation, reasoning, ability to discuss communication-related problems, oral communication skills and suitability for Master's-level study.

Structure:

- Discussion of the written task – approximately 3 minutes.
- Communication-management scenario – approximately 5 minutes.
- Motivation and programme fit – approximately 5 minutes.
- Follow-up questions – approximately 2 minutes.

Scoring

- Written examination: 50 points.
- Interview: 50 points.
- Final score: 100 points.
- Admission threshold: 70/100 points.
- Written-stage threshold for interview: 35/50 points.