

COMMUNICATION MANAGEMENT MA

Entrance Examination 2027 and Evaluation Criteria

Introduction

As explained on [Tallinn University's website](#), international applicants (i.e. applicants who do not have Estonian citizenship or the right of permanent residence in Estonia) apply through the online application system [DreamApply](#).

Applicants with Estonian citizenship or a long-term residence permit in Estonia apply through the online application system [SAIS](#). Please refer to the website for further information on the [SAIS application procedure](#).

Please note: The following description of the entrance examination and its evaluation criteria applies equally to all candidates, as the examination content and assessment criteria are the same for everyone.

1. Admission requirements

- Hold a completed Bachelor's degree or an equivalent qualification.
- Demonstrate English-language proficiency at a minimum B2 level, in accordance with [Tallinn University's requirements for proving foreign-language proficiency](#).
- Submit all required application documents by the relevant deadline.
- Complete the Communication Management entrance examination.

English-language documentation (for applicants applying via SAIS): Applicants should upload proof of English-language proficiency to SAIS only if the relevant information is not already available in the system. Refer to Tallinn University's official guidelines for accepted forms of proof.

2. Entrance examination: structure and scoring

The entrance examination consists of a written examination and an interview. The written examination contributes 50 points (50%) and the interview contributes 50 points (50%), for a maximum final score of 100 points.

Component	Maximum score	Weight
Written examination (Parts I and II)	50 points	50%
Interview	50 points	50%
Final score	100 points	100%

Final admission threshold: 70/100 points. Applicants who achieve at least 35/50 points in the written examination will be invited to the interview.

3. Written examination – 50 points

The written examination consists of two parts. **Applicants must submit both parts together in a single file** as part of their application via SAIS or DreamApply by the application deadline.

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.

Requirements:

- 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.
- Focus on analysis, reasoning and application rather than reproducing information from the source.

Word limit: 800–1,000 words. 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.

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.

Your response should address:

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

Word limit: 500–800 words. 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.

Written examination evaluation criteria (50 points)

Criterion	Points	Assessed in
Identification and understanding of the communication problem	7	Part I
Critical thinking and analysis	10	Part I
Application of concepts to a communication context	8	Part I
Argumentation, reasoning and coherence	6	Part I
English language and clarity of expression	4	Part I
Motivation for Communication Management	5	Part II
Understanding of the programme and its relevance	4	Part II
Connection between experience, interests or observations and proposed studies	3	Part II
Professional/academic goals	3	Part II
TOTAL	50	Parts I–II

4. Interview Stage

Applicants who achieve at least 35 out of 50 points in the written examination will normally be invited to an interview.

5. 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.

Interview 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.

Interview evaluation criteria (50 points)

Criterion	Points
Interest in Communication Management	10
Analytical and reasoning skills	15
Ability to apply knowledge to communication situations	10
Oral communication and interaction in English	10
Programme fit and readiness for Master's-level study	5
TOTAL	50

6. Overall scoring

Element	Requirement / score
Written examination	50 points
Interview	50 points
Final score	Written examination + interview = 100 points
Final admission threshold	70/100 points
Written-stage progression threshold	At least 35/50 points required for interview

7. Academic integrity and verification

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. During the interview, the admission committee may ask an applicant to explain or elaborate on aspects of the written examination to verify understanding and authorship.