

COMMUNICATION MANAGEMENT MA

Entrance Examination – Evaluation Criteria

Written Examination: 50 points | Interview: 50 points | Final threshold: 70/100

1. Evaluation Overview

The entrance examination consists of two components: a written admission examination (50 points) and an interview (50 points). Applicants who achieve at least 35/50 points in the written examination will normally be invited to the interview. The final admission threshold is 70/100 points.

2. 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

Written Examination – Scope of Assessment

Part I – Communication Analysis and Critical Thinking (800–1,000 words): The applicant is expected to identify the central communication problem or issue, explain the relevant concepts or arguments, analyse the problem critically, apply the ideas to practice, and formulate one or two questions for further investigation. The emphasis is on analysis, reasoning and application rather than reproducing information from the source.

Part II – Motivation and Programme Fit (500–800 words): The applicant is expected to explain their motivation to study Communication Management at Tallinn University, relate the programme to previous education and experience and to future academic or professional plans, identify areas of communication they would like to explore, and make at least one specific connection between their interests, experiences or observations and Communication Management.

Word-count compliance: The document states that a response exceeding 1,000 words in Part I or 800 words in Part II will be considered non-compliant and will normally result in the applicant not being invited to the interview.

3. 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

Interview Structure

- Discussion of the written task – approximately 3 minutes: the applicant explains or elaborates on one aspect of the written examination.
- Communication-management scenario – approximately 5 minutes: the applicant responds to a short new communication situation and explains their reasoning.
- Motivation and programme fit – approximately 5 minutes: discussion of academic/professional interests and expectations.
- Follow-up questions – approximately 2 minutes.

4. Overall Scoring and Progression

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

5. Academic Integrity and Verification

The written admission examination must represent the applicant's own work. The source document states that 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.