Corporate Communications: 
Theory and Practice 

WiSe 2021-22 

Prof. Dr. Michael Dowling 
Magnus Brandau: 
brandaumagnus@gmail.com 

1. Course 
The course consists of 4 blocks (2 x 4 hours and 2 x 5 hours (Fridays from 14:00 - 18:00 or 19:00). The first three blocks be used to cover the learning content and in the last block, the small group work will be presented. **The course will be taught in English.** 

2. Schedule 

<table>
<thead>
<tr>
<th>Dates</th>
<th>Room</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>29.10.2021</td>
<td>H 21</td>
<td>14:00 - 18:00</td>
</tr>
<tr>
<td>05.11.2021</td>
<td>H 21</td>
<td>14:00 - 19:00</td>
</tr>
<tr>
<td>12.11.2021</td>
<td>H 21</td>
<td>14:00 - 19:00</td>
</tr>
<tr>
<td>03.12.2021</td>
<td>H 21</td>
<td>14:00 - 18:00 (Presentations)</td>
</tr>
</tbody>
</table>

3. Overview course contents and dates 

<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>29.10.2021</td>
<td>Introduction: Theory and Basics of Corporate Communication</td>
</tr>
<tr>
<td>05.11.2021</td>
<td>Standard Tools, Challenges and New Tools</td>
</tr>
<tr>
<td>12.11.2021</td>
<td>Planning, Internal Organization, Evaluation, Crisis Communication, Practical Examples</td>
</tr>
<tr>
<td>03.12.2021</td>
<td>Presentations</td>
</tr>
</tbody>
</table>

4. Course evaluation 
The overall grade for the course will be calculated as follows: 

Oral participation 50%
Project work and group presentation 50%

The project work will conclude with a presentation in front of the other course participants. The content and form of the presentation on a chosen topic from a given list of topics will be assessed.

5. Bibliography

Dieter Herbst                        Unternehmenskommunikation  Cornelsen 2003
Edward Bernays                      Propaganda                    OrangePress 2011
Schulz-Bruhdoel, Fürstenau          PR- und Pressefibel            FAZ-Institut für Management 2010
Jens-Uwe Meyer                      Kreative PR                   UVK 2011
Claudia Cornelsen                   Das 1x1 der PR                  Haufe 2002
Dietrich Szameitat                   PR in Unternehmen             Springer 2003
Werner T. Fuchs                      Crashkurs Storytelling        Haufe 2017

Essays:

Guber                                Die Macht von Geschichten
Harvard Business Manager, 03/2008

Nix, Schnöring, Siegert              Strategische Unternehmenskommunikation
Harvard Business Manager 01/2009

Klewes, Zerfass                      Kommunikation besser organisieren
Harvard Business Manager, 04/2012

Industry and association publications:

Deutsche Public Relations
Gesellschaft e.V., 2011
Positionspapier Kommunikations-Controlling

6. Registration Period: 01.09.2021 to 18.10.2021
(Mails sent before 1. September will not be considered)

Please register by sending an email to: suzanne.weinberger@ur.de

- Surname, first name
- Student number
- Home university
- Bachelor or Master (semester)
- permanent email address

Number of participants: 20 (first come first serve)