Corporate Communications: 
Theory and Practice

WiSe 2022/23

Prof. Dr. Michael Dowling
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1. Course

The course consists of nine 2hr sessions Tuesdays, from 6 – 8 pm. In the first seven sessions, we will cover the topics listed below. The two remaining sessions are reserved for the group presentations. **The course will be taught in English.**

2. Course Content and Schedule

**Time:** Tuesdays, from 6 pm to 8 pm – room: W 115

- 25.10.2022 Introduction, Basics of Communication Theory
- 08.11.2022 Perception and Information processing, Consistency
- 15.11.2022 Value Creation 1: Communication Concept
- 22.11.2022 Value Creation 2: Planning Cycle, Evaluation
- 29.11.2022 Tools and Challenges 1
- 06.12.2022 Tools and Challenges 2, Storytelling
- 13.12.2022 Crisis Communication, Proof-points, Examples
- 10.01.2023 Presentations
- 17.01.2023 Presentations
2. 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 culminates in a group presentation. The content and form of the presentation on a topic chosen from a set list will be evaluated.

3. Readings

- Bernays: Propaganda Orange Press 2011
- Ogilvy: Ogilvy on Advertising Prion 2011
- Sinek: Start with Why Penguin 2009
- Schulz-Bruhdoel: Fürstenau PR- und Pressefibel, FAZ-Institut, 2010
- Meyer: Kreative PR UVK 2011
- Cornelsen: Das 1x1 der PR Haufe 2002
- Szameitat: PR in Unternehmen Springer 2003

4. Registration Deadline: **01.09.2022 to 20.10.2022**

(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)