

Corporate Communications: Theory and Practice

WiSe 2020/21

Prof. Dr. Michael Dowling
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1. Course

The course consists of nine 2hr sessions (Mondays). 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

Zoom-Meeting **Time:** from 4 pm to 6 pm

09.11.2020	Introduction, Basics of Communication Theory
16.11.2020	Conceptual Foundations of Corporate Communication
23.11.2020	Standard Tools
30.11.2020	Challenges and New Tools
07.12.2020	Planning, Internal Organization, Evaluation, Crisis Communication
14.12.2020	Examples, Frameworks, Related Disciplines
21.12.2020	Examples, Frameworks, Related Disciplines
11.01.2021	Presentations
18.01.2021	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: Thursday, 15. October 2020

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