Module/Course Description/Syllabus

Module:	Strategic International Corporate Communication			
Module courses:				
Course Title:	Strategic International Corporate Communication			
Recommended alternative module or courses:				
Course of studies:	Master International Corporate Communication and Media Management			
HISinOne Code:	2610100			
Study Cycle:	◯ first	◉ second	◯ third	◯ short
Frequency:	◯ winter term	◉ summer term	◯ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Dr. Wilke Hammerschmidt			
Lecturer/s:	Prof. Dr. Julia Kormann / Prof. Dr. Wilke Hammerschmidt			
Type of course:	◯ optional	◉ compulsory		
Mode of delivery:	Face-to-face, e-learning, self-study			
Language of Instruction:	◉ English	◯ German	**Level of course:**	1st semester
Teaching Methods:	Face-to-face and e-learning		**Volume:**	hours per semester week: 03
	Case studies			
	Presentations			

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	45		135	
			ECTS-Credits:	06
Number of Participants:			**Length of programme:**	1 semester
Use for other studies:	Students acquire the knowledge and skills to pursue an academic career in a PhD			

Module/Course Description/Syllabus

Prerequisites:	60 ECTS in corporate communications or media management, e.g. marketing, design, journalism
Learning outcomes:	This Master's programme is designed to provide its graduates with the competences and skills required to leverage the value of corporate communication and media management in international organizations. Students will be able to ... ... translate organizational strategies into communicative action and thereby add value to international enterprises, institutions and organisations ... develop compelling user experiences with state-of-the art media concepts and artefacts ... deliver communication and media concepts based on research in their professional career as well as pursue an academic career.
Content:	• Corporate Communication as value-adding function in international organisations: From business and communication strategies to communication controlling • Leadership issues and global trends in international corporate communication and media management • Strategic Corporate Communication as a business asset in times of digitalization and global change • Reputation Management: Building and maintaining trust and enhancing the company's reputation • Stakeholder Management: Identifying and interacting with key stakeholders • Issues Management and crisis communication: From radar-function to proactive preparedness and appropriate crisis response

Module/Course Description/Syllabus

Examination Regulations:	Term papers and presentations
Assessment methods/ components:	
Assessment criteria:	Marks 1.0-1.3-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.
Planned learning activities and teaching methods:	Seminars
	Case studies
	Group work

Module/Course Description/Syllabus

Required reading and other learning resources/tools:	Carroll: The Handbook of Communication and Corporate Reputation. Wiley 2015
	Cho, Hynyi; Reimer, Thorsten: The Sage Handbook of Risk Communication. Sage 2015
	Cornelissen, Joep: Corporate communication. A guide to theory & practice. 6th ed. Sage 2017.
	Goodman, Michael; Hirsch, Peter B.: Corporate Communication: Critical Business Asset for Strategic Global Challenge. Peter Lang 2014
	Gillis, Tamara L. (Ed.): The IABC Handbook of Organizational Communication. A Guide to Internal Communication, PR, Marketing and Leadership, Wiley 2011 -- to be contunied
Recommended reading and other learning resources/ tools:	cont.: Sriramesh, Krishnamurthy; Vercic, Dejan: The Global Public Relations Handbook: Theory, Research, and Practice. Routledge 2009
	Tench, Ralph; Vercic, Dejan; Zerfass, Ansgar: Communication Excellence: How to Develop, Manage and Lead Exceptional Communications. Palgrave Macmillan 2017
	Wilcox, Dennis L./Cameron, Glen T./Reber, Bryan H.: Public Relations. Strategies and Tactics. 11th ed., global edition, Pearson 2015
Document Version:	1
Document Date:	11.09.2017
Document was created by:	Prof. Dr. Wilke Hammerschmidt
Valid from:	01.10.2017
Updated:	**by**
Additional information:	