Module/Course Description/Syllabus

Module:	Sustainability and CSR communication			
Module courses:	n.a.			
Course Title:	Sustainability and CSR Communication			
Recommended alternative module or courses:				
Course of studies:	Master International Corporate Communication and Media Management			
HISinOne Code:	2630300			
Study Cycle:	◯ first	◉ second	◯ third	◯ short
Frequency:	◯ winter term	◉ summer term	◯ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Dr. Julia Kormann			
Lecturer/s:	Prof. Dr. Julia Kormann, tba.			
Type of course:	◯ optional	◉ compulsory		
Mode of delivery:	Capstone Project, e-learning			
Language of Instruction:	◉ English	◯ German	**Level of course:**	3rd semester
Teaching Methods:	Lecture, team work		**Volume:**	hours per semester week: 03

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	30	20	100	
			ECTS-Credits:	05
Number of Participants:	n.a.		**Length of programme:**	1 semester
Use for other studies:				

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Prerequisites:	60 ECTS in media or corporate communication studies
Learning outcomes:	In this module of HNU's graduate program students will acquire: • Specialised knowledge in Sustainability and CSR as overarching issues in economy and society in the 21st century and its relevance for international corporate communication and media management • Specialised problem-solving skills in a real-life project assignment for businesses or non-profit organisations in the field of sustainability / CSR
Content:	Global change is transforming the planet at unprecedented rates – economies and societies are affected on a global level. Sustainability and CSR gain momentum among all communication stakeholders in today's disruptive business world. This module integrates online courses of the virtual academy of sustainability (VAN = Virtuelle Akademie Nachhaltigkeit) and/or other relevant MOOCs and translates theory to practice in an onsite capstone project in an innovative teaching environment.

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Examination Regulations:	Exam / Paper
	Presentation
Assessment methods/ components:	Exam / Paper: 50% Final Presentation: 50%
Assessment criteria:	HNU's code of conduct for scientific writing applies
Planned learning activities and teaching methods:	Lecture / Online Lecture
	team / project work

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Required reading and other learning resources/tools:	Belz, Frank-Martin; Peattie, Ken (2012): Sustainability Marketing: A Global Perspective. Jon Wiley OR Online-Lecture "Sustainability Marketing" by Virtual Academy Sustainability
	Diehl, Sandra; Karmasin, Matthias et.al. (Eds.) (2017): Handbook of Integrated CSR Communication. Springer
	Pompper, Donnalyn (2017): Corporate Social Responsibility, Sustainability and Public Relations: Negotiating Multiple Complex Challenges. Routledge
	Chandler, David; Werther, William B. Jr. (2013): Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation. 3rd ed, SAGE Publications
Recommended reading and other learning resources/ tools:	
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Additional information:	