Module: Sustainability and CSR communication

Module courses: n.a.

Course Title: 

Recommended alternative module or courses: 

Course of studies: Master International Corporate Communication and Media Management

HISinOne Code: 2630300

Study Cycle: 

Frequency: 

Language competence Level: 

Responsible for the Module/Course: Prof. Dr. Julia Kormann

Lecturer/s: Prof. Dr. Julia Kormann, tba.

Type of course: 

Mode of delivery: Capstone Project, e-learning

Language of Instruction: English

Level of course: 3rd semester

Teaching Methods: Lecture, team work

Volume: 03 hours per semester week

Work parameters: 

<table>
<thead>
<tr>
<th>Contact hours in lecture form</th>
<th>Exercises (hours)</th>
<th>Self-studies (hours)</th>
<th>All together (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>20</td>
<td>100</td>
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</table>

ECTS-Credits: 05

Number of Participants: n.a.

Length of programme: 1 semester

Use for other studies: 

### 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.
# Examination Regulations:

<table>
<thead>
<tr>
<th>Assessment methods/components:</th>
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<tbody>
<tr>
<td>Exam / Paper: 50%</td>
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<td>Final Presentation: 50%</td>
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# Assessment criteria:

HNU's code of conduct for scientific writing applies

# Planned learning activities and teaching methods:

<table>
<thead>
<tr>
<th>Lecture / Online Lecture</th>
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<tr>
<td>team / project work</td>
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</table>
### Required reading and other learning resources/tools:

- Diehl, Sandra; Karmasin, Matthias et.al. (Eds.) (2017): Handbook of Integrated CSR Communication. Springer
- Pompfer, Donnalyn (2017): Corporate Social Responsibility, Sustainability and Public Relations: Negotiating Multiple Complex Challenges. Routledge

### Recommended reading and other learning resources/tools:


### Document Version:

2.0

### Document Date:

18.11.2019

### Document was created by:

Prof. Dr. Julia Kormann

### Valid from:

18.11.2019

### Updated:

31.01.2020 by Prof. Dr. Julia Kormann

### Additional information: