

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code		Academic Year		Semester	
ICMR107		2023-2024		1	
Title		T	A	L	ECTS
Strategic and Organizational Communication		2	0	0	5
Language	English				
Level	Graduate	x	Postgraduate		
Department / Program	International Communication and Media Research				
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)				
Course Type	Compulsory	x	Elective		
Objectives	<p>In this course, students will get an overview on important concepts and theories describing and explaining strategic communication in and of organizations in an international context. By examining the state of research and important empirical findings, students will develop an in-depth understanding of strategic communication as object of study as well as a field of professional practice. This allows participants to understand the requirements for working in the field and applying the latest state of research in an ethical and effective way in different organizational environments. As a result, students will be able to formulate meaningful and timely research questions on strategic communication. In addition, they will develop an understanding of the profession and some necessary skills to become an ethical and internationally-oriented practitioner.</p>				
Content	<p>The course offers an overview on strategic communication in and of organizations as a profession. This includes an examination of current professional roles, findings of recent surveys among practitioners, and normative qualification profiles. In addition, the course introduces to important concepts and theories which are relevant in guiding research and practice, such as reputation, stakeholder management, organization-public relationships, excellence in strategic communication, and strategic communication planning. The latter is introduced as a method to develop strategic communication programs and/or campaign in organizations including SWOT analysis, stakeholder mapping, formulation of goals, tactics, and evaluation. In the course, students will also explore some of the important specialized fields of application within strategic communication such as international PR, crisis communication, media relations, and others. For a better understanding of current practices and trends in the field students will realize case studies and a small project.</p>				
Prerequisites	This course requires a basic knowledge in the field of communication and media studies and a basic understanding of strategic communication.				
Coordinator	–				
Lecturer(s)	Dr. Andreas Schwarz				

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Assistant(s)	-
Work Placement	-

Recommended or Required Reading

Books / Lecture Notes	<ul style="list-style-type: none"> • Brunner, B. R. (2019). Public Relations Theory: Application and Understanding. Wiley Blackwell. • Carroll, C. E. (2015). The Handbook of Communication and Corporate Reputation. Wiley. • Gillis, T. L. (2011). The IABC handbook of organizational communication a guide to internal communication, public relations, marketing, and leadership (2nd ed.). • Heath, R. L. (2010). The SAGE handbook of public relations (2nd ed.). SAGE. • Sriramesh, K., & Verčič, D. (2020). The global public relations handbook. Theory, research and practice (3rd ed.). Routledge. • Tench, R., & Yeomans, L. (2017). Exploring public relations global strategic communication (4th ed.). Pearson.
Other Sources	-

Additional Course Material

Documents	-
Assignments	-
Exams	-

Course Composition

Social Sciences		80%
Natural Sciences		%
Engineering Sciences		%
Expert Knowledge		20%

Assessment

Activity	Count	Percentage (%)
Midterm Exam		
Quiz		
Assignments	1	50
Attendance	14	30
Recitations		
Projects	1	20
Final Exam		
	Total	100

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ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	14	1,5	21
Assignments	1	31	31
Presentation / Seminar Preparation	2	20	40
Midterm Exam			

Recitations			
Laboratory			
Projects	1	30	30
Final Exam			
Total Work Load			150
ECTS Points (Total Work Load / 30)			5

Learning Outcomes	
1	An understanding of important concepts and theories of organizational and strategic communication with an emphasis on public relations and internal communication.
2	An understanding of important findings of international empirical research on strategic communication.
3	A basic understanding of methods in strategic communication research for academic and managerial purposes.
4	Developing abilities to apply findings of strategic communication research in an organizational and managerial environment including different types of organizations.
5	Developing abilities of planning programs and strategies for public relations.
6	An understanding of different specialized fields of strategic communication such as internal communication, crisis communication, and international public relations.
7	Deducing trends and future challenges of strategic communication from current cases and research.

Weekly Content	
1	Introduction to strategic communication
2	Strategic communication roles and the profession
3	Theories and concepts of strategic communication I
4	Theories and concepts of strategic communication II
5	Strategic communication planning I

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6	Strategic communication planning II					
7	Project consultations					
8	Project consultations					
9	Project consultations					
10	Special applications and models in strategic communications I					
11	Special applications and models in strategic communications II					
12	Special applications and models in strategic communications III					
13	Project presentations					
14	Outlook, discussion, course evaluation					
Contribution of Learning Outcomes to Program Objectives (1-5)						
	P1	P2	P3	P4	P5	P6

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1	5	3	5	4	4	4
2	4	4	5	3	3	4
3	4	4	3	3	3	5
4	3	3	4	5	4	5
5	2	3	3	4	5	5
6	4	3	5	4	4	5
7	4	3	5	4	5	4
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High					
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