HS PF

MODULE HANDBOOK

MASTER

CORPORATE COMMUNICATION

MANAGEMENT
M.SC.

Version: December 21, 2020

TABLE OF CONTENTS

Abbreviations

CR	Credit gemäß ECT-System / credits according to ECT system
PLH	Prüfungsleistung Hausarbeit / examination based on academic paper
PLK	Prüfungsleistung Klausur / examination based on written exam
PLL	Prüfungsleistung Laborarbeit / examination based on laboratory work
PLM	Prüfungsleistung mündliche Prüfung / examination based on oral exam
PLP	Prüfungsleistung Projektarbeit / examination based on project work
PLR	Prüfungsleistung Referat / examination based on oral presentation
PLS	Prüfungsleistung Studienarbeit / examination based on assignment/seminar paper
PLT	Prüfungsleistung Thesis / examination based on written thesis
PVL-MVP	Prüfungsvorleistung für die Mastervorprüfung / prerequisite examination for master interim overall exam
PVL-MP	Prüfungsvorleistung für die Masterprüfung / prerequisite examination for final master graduation
PVL-PLT	Prüfungsvorleistung für die Thesis / prerequisite examination for registration for master thesis
SWS	Semesterwochenstunde(n) / contact hours per week
UPL	Unbenotete Prüfungsleistung / non-graded examination (pass/fail only)
WPF	Wahlpflichtfach / elective

Alignment Matrix – Competence profile according to KMK requirements

Based on the qualification goals, the following competence profile is set for the Master Corporate Communication Management: The master's graduates

- possess a broad and integrated knowledge of the core areas of corporate communication, strategic communication and management, which goes significantly beyond the knowledge available at the level of university entrance qualification. They understand the organizational, economic and societal relationships of corporate communication and are able to characterize, analyze and critically reflect on the field and its characteristics, models, opportunities and limitations (**Knowledge Expansion**);

- have a broad, detailed understanding of the most important theories, principles and methods of corporate communication and its sub-fields. They deal with them critically and are able to deepen this knowledge independently. Their knowledge and understanding corresponds to the latest state of the art in the literature (**Knowledge Intensification**);

- are able to approach problems in a structured manner, even in new and unfamiliar situations. They are able to systematically apply their knowledge of theories, models and methods, and to work out or further develop solutions to problems in their field of specialization through networked thinking (**Knowledge Comprehension**);

- know how to combine scientific-analytical thinking and judgment and theory-based knowledge and give guidance for practical action (**Academic innovation**);

- are able to familiarize themselves quickly with new subject areas, collect, evaluate and interpret relevant information, derive scientifically sound judgments from this information and work out solutions independently. They are able to think in a networked manner, apply knowledge independently and implement projects in a self-directed manner (**Use and Transfer**);

- are able to develop subject-related positions and solutions to problems, to exchange ideas with experts at a scientific level, to communicate complex issues to both laypersons and experts in an understandable and argumentatively coherent manner, and to assume responsibility in a team (**Communication and Collaboration**);

- develop a scientific as well as a professional self-image that is oriented towards the goals and standards of professional action in relevant professional fields. According to situational conditions, they can justify professional action and know how to use their own abilities and their creative as well as decision-making freedom. They are able to justify their decisions responsibly and ethically, and to critically reflect on their professional action with regard to social expectations and consequences (**Academic Integrity and Professionalism**).

Module	Knowledge and Understanding			Application and Generation of Knowledge		Communication and Collaboration	Academic Integrity and Professionalism
	Knowledge Expansion	Knowledge Intensification	Knowledge Comprehension	Use and Transfer	Academic Innovation		
Module 1: Corporate Communication	X					X	
Module 2: Reputation Management	X		X		X	X	
Module 3: Contemporary Management	X	X					
Module 4: Strategic Communication		X	X	X	X	X	X
Module 5: Internal Communication		X				X	X
Module 6: Market Communications		X				X	X
Module 7: Societal Communication		X				X	X
Module 8: Communication Research		X	X	X	X	X	X
Module 9: Innovation Lab			X	X	X	X	
Module 10: Advanced Electives	X				X		X
Module 11: Master-Thesis		X	X	X	X	X	X

Modules

MODULE 1: CORPORATE COMMUNICATION	
ID	CCM5010
Study semester	1
Level	Professional qualifying academic level
Credits	7
Hours per week	5
Frequency	Once a year / Each fall semester
Courses	Corporate Communication (CCM5011) Organization, Communication and The Public Sphere (CCM5012) Communication Intelligence (CCM5013)
Prerequisites	None
Kind of Examination / Duration of Examination	Written exam (90 minutes) plus ungraded examination
Granting of credits	All courses and the selected trainings of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Huck-Sandhu, Simone
Lecturer	Huck-Sandhu, Simone Bacher, Urban Noll, Bernd
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	By the end of the course, students shall be capable of • knowing the theoretical basis and current models as well as methods and applications of Corporate Communication • knowing about the area of conflict between organization and public, respectively segmented publics, and understanding current challenges of Corporate Communication • handling and implementing fundamental communication techniques and soft skills

	The module primarily serves for knowledge expansion as well as for the training of communication and collaboration competencies.
Content	CCM5011: Corporate Communication • Fundamentals of Corporate Communication • Determining factors, theory and models • Subareas, function and objectives as well as channels and instruments of Corporate Communication • Current problems and trends CCM5012: Organization, Communication and the Public Sphere • Organizational Theory: Basic theories and current findings in the field of organizational research • Communication Theory: Basic knowledge and current findings in communication research and theories • Organizational Communication: Paradigms, theories and models of communication within and of organizations. CCM5013: Communication Intelligence • Subject-specific competencies in analysing and solving problems e.g. Design Thinking and other creativity techniques • Team building
Relation to other Modules	The module is the basis for every following module of the program
Literature	• Cornelissen, Joep (2020): Corporate Communication. A Guide to Theory & Practice. 6. Aufl. Los Angeles u.a.: Sage • Van Riel, Cees B. M. / Fombrun, Charles J. (2007): Essentials of Corporate Communication. Milton Park: Routledge. • Mast, Claudia (2020): Unternehmenskommunikation. Ein Leitfaden. 8. überarb. Aufl.Stuttgart: utb. • Zerfaß, Ansgar / Piwinger, Manfred / Röttger, Ulrike (Hrsg.) (2020): Handbuch Unternehmenskommunikation. Strategie, Management, Wertschöpfung. 3. Aufl. Wiesbaden: Springer Gabler. • Theis-Berglmair, Anna M. (2003): Organisationskommunikation. Theoretische Grundlagen und empirische Forschungen. Münster: LIT. • Kieser, Alfred / Ebers, Mark (Hrsg.) (2019): Organisationstheorien. 8., erweiterte und aktualisierte Auflage. Stuttgart: Kohlhammer.
Workload	75 hours contact time (5 x 15 hours)

	135 hours self-study (for preparation of course and assignment)
Additional Remarks	
Keywords	Corporate Communication, determining factors, Functions, Objectives, Target groups, Communication Instruments, Communication Theory, Organization Theory, Organisation research, creativity techniques, Design Thinking, Teambuilding, personal development
Last edited	June 2020

MODULE 2: REPUTATION MANAGEMENT

ID	CCM5020
Study semester	1
Level	Professional qualifying academic level
Credits	7
Hours per week	5
Frequency	Once per year / Each fall semester
Courses	Corporate Media Management (CCM5021) Trends, Foresight and Innovation (CCM5022) Communication Competence (CCM5023)
Prerequisites	None
Kind of Examination / Duration of Examination	PLR+PLH+UPL
Granting of credits	All courses and the selected trainings of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Krebber, Felix
Lecturer	Krebber, Felix Other lecturers
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	By the end of the course, students shall be capable of • knowing about current challenges for the management of corporate media • reflecting critically about their meaning for questions of media conception, planning and design. • knowing and implementing models and approaches of integrated communication in the context of/within the scope of modern media management and intercultural aspects. • a special focus lies on digital media and the resulting new channels, areas, and forms of communication for dialogue-oriented communication and community building. The module primarily serves for knowledge expansion, knowledge comprehension, for academic innovation as well as for the training of communication and collaboration competencies.

Content	**CCM5021: Corporate Media Management** • Fundamentals of Corporate Media Management • Approaches and models for the coordination of internal and external communication, from the integrated communication approach to newer concepts • Methods and instruments of media management of a by organizations • Focus e.g. on Cross Media Communication, Corporate Publishing, Alignment of Corporate Communication to Corporate Strategy as well as content-oriented approaches • Current problems and new topics **CCM5022: Trends, Foresight and Innovation** • Analysis of (mega) trends such as globalization, digitization, demographic change and their significance for Corporate Media Management • Forms, methods and techniques of trend research e.g. scenario analysis, netnography or Corporate Foresight and their use in Corporate Communication • New forms, functions and models of Corporate Communication and Corporate Media Management, e. g. in terms of Participation or Community Building as well as methods e.g. Design Thinking or Open Innovation **CCM5023: Communication Competence** • Soft skills Media production: Concept and production
Relation to other Modules	The module is the basis for every following module of the program
Literature	• Doorley, John (2015): Reputation Management. The Key to successful Public Relations and Corporate Communication. 3. Aufl. New York: Routledge. • Fombrun, Charles (1995): Reputation. Realizing Value from the Corporate Image. Harvard: Harvard Business Review Press. • Kozinets, Robert V. (2015): Netnography: Redefined. 2. Aufl. London: Sage. • Rolke, Lothar / Sass, Jan (Hrsg.) (2016): Kommunikationssteuerung. Berlin/Boston: Walter de Gruyter. • Wilhelmer, Doris / Nagel, Reinhart (2013): Foresight-Managementhandbuch. Das Gestalten von Open Innovation. Heidelberg: Carl-Auer.
Workload	75 hours contact time (5 x 15 hours) 135 hours self-study (for preparation of course and assignment)
Additional Remarks	
Keywords	communication architecture, communication media, Integrated communication, Cross-Media, Corporate Media Management, Reputation, Reputation Management, International communication, intercultural communication, Community Building, Open Innovation, participation, Trend research, Scenario Analysis, Netnography, Foresight, Media production

Last edited	June 2020

MODULE 3: CONTEMPORARY MANAGEMENT

ID	CCM5030
Study semester	1
Level	Professional qualifying academic level
Credits	6
Hours per week	4
Frequency	Once per year / Each fall semester
Courses	Compare to electives in separate list
Prerequisites	None
Kind of Examination / Duration of Examination	PLK/PLR/PLH/PVL
Granting of credits	All courses of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 40 students
Language	English
Module term	1 semester
Responsible person	Huck-Sandhu, Simone
Lecturer	Huck-Sandhu, Simone Other lecturers
Discipline	Management
Attendance for other programs	Electives are open to all regular Master students and IMEP students of Business School Pforzheim. MCCM students can substitute a given elective by selecting individual courses from the university's bachelor or master programs.
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	Participants know the different fundamentals of modern management and how to evaluate them in view of communication management. They gain relevant competencies in management, which, as context factors, play a decisive role for corporate communication. The module primarily serves for knowledge expansion and intensification.
Content	See respective syllabi of the courses CCM5031: Communication Management

	• Emergence, Organization and current references of communication of and within corporates. • Functions, objectives and instruments of communication management • Reference groups and working areas of communication of organizations • Theoretical fundamentals • Process of planning and management of communication As well as further elective courses, e.g. CCM5032: Strategic Management Simulation MKT6106: Multicultural Marketing and Branding MLIC5104: Advanced Technology and Innovation Management MCO5012: Visual Design and Production MHRM611: Leadership GMT5423: Fundamentals of Strategic Management
Relation to other Modules	The module especially addresses students who have successfully completed business-related bachelor studies. In addition, it serves as a subject-specific enlargement and deepening of knowledge which is why it goes hand in hand with module 1, 2 and 4. It serves as a basis for all further program-specific modules 5 and 7. Furthermore, it provides a first insight and overview of fundamentals of communication management, and therefore supports the interdisciplinary deepening of knowledge.
Literature	CCM5031: Communication Management • Cornelissen, Joep (2020): Corporate Communication. A Guide to Theory & Practice. 6. Aufl. Los Angeles u.a.: Sage • Broom, Glen M. / Sha, Bey-Ling (2013): Cutlip & Center's Effective Public Relations. 11. Aufl. Harlow: Pearson Education. See for the other courses separate syllabi or literature lists
Workload	60 hours contact time (4x15 hours) 120 hours self-study (preparation for courses and exams, work on business cases).
Additional Remarks	The named courses are not final. The university can offer further or alternative courses.
Keywords	Communication management, communication theory, organization of communication, planning process, management process, communication instruments, reference groups, fields of work
Last edited	June 2020

MODULE 4: STRATEGIC COMMUNICATION

ID	CCM5040
Study semester	1
Level	Professional qualifying academic level
Credits	9
Hours per week	6
Frequency	Once per year / Each fall semester
Courses	Strategy, Implementation and Evaluation (CCM5041) Communication Project (CCM5042)
Prerequisites	None
Kind of Examination / Duration of Examination	PLP
Granting of credits	All courses of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Krebber, Felix
Lecturer	Krebber, Felix Vuillermin, Frederic
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture, including training and project)
Objectives	By application of research methods, students are able to systemically analyse complex problems of business practice.

They apply their expert knowledge in the area of corporate communication, know how to develop creative communication strategies and concepts for actual tasks of communication practice and how to present their analytical results in a convincing way – verbally as well as in written form.

Students furthermore show their capability to work successfully in a team.

The module therefore serves for knowledge intensification and comprehension, for knowledge use and transfer, for academic innovation, for the training of communication and collaboration competencies as well as for the development of academic integrity and professionalism. |
| Content | CCM5041: Strategy, Implementation and Evaluation |

- Theories, models and levels of strategic corporate communication
- Approaches, processes and instruments of strategic communication management
- Conception models and – technique: Analysis, planning and strategy formulation, implementation, evaluation
- Value creation by corporate communication

CCM5042: Communication Project

Based on a briefing (given by business representatives) students work out complex problems self-dependently in a team (under supervision of at least one lecturer)

With the help of the techniques of conceptualisation students develop their strategy step by step.

- Presentation of the results as well as documentation for the client
- Soft skills, project management, suitable presentation for the target group

Relation to other Modules	Within this module, students apply the knowledge they acquired in module 1 and 2 to a practical task during the semester. They practice and deepen soft skills and subject-specific competencies. This module builds the basis for all further modules of the program.
Literature	• Hansen, Renée / Bernoully, Stephanie (2013): Konzeptionspraxis: Eine Einführung für PR- und Kommunikationsfachleute. Mit einleuchtenden Betrachtungen über den Gartenzwerg. Frankfurt: Frankfurter Allgemeine Buch. • Leipziger, Jürg (2009): Konzepte entwickeln. Handfeste Anleitungen für bessere Kommunikation. Frankfurt: Frankfurter Allgemeine Buch. • Pfannenberg, Jörg / Tessmer, Anne / Wecker, Manuel (2019). Die Kommunikationsstrategie entwickeln. Stuttgart: Schäffer Poeschel. • Zerfaß, Ansgar / Pfannenberg, Jörg (2011): Wertschöpfung durch Kommunikation: Kommunikations-Controlling in der Unternehmenspraxis. Frankfurt a.M.: Frankfurt Allgemeine Buch.
Workload	75 hours contact time (5x15 hours) 225 hours self-study (preparation of the course, literature research and projects).
Additional Remarks	
Keywords	Strategic Corporate Communication, Communication Strategy, strategic communication management, Evaluation, conception

	technique, analysis, planning, strategy formulation, implementation, value creation, project management, target group specific presentation.
Last edited	June 2020

MODULE 5: INTERNAL COMMUNICATION

ID	CCM5050
Study semester	2
Level	Expert level
Credits	6
Hours per week	4
Frequency	Once per year / Each spring semester
Courses	Internal communication and leadership (CCM5051) Identity, Culture and Orientation (CCM5052)
Prerequisites	At least 24 credits acquired in the first semester
Kind of Examination / Duration of Examination	PLR+PLH
Granting of credits	All courses of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Huck-Sandhu, Simone
Lecturer	Huck-Sandhu, Simone
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	Students know theoretical fundamentals, models and concepts of organisational communication. They understand functions, roles, tasks and instruments of internal communication with regards of the current conditions as e.g. cultural change, decentralisation, globalisation or digitisation. They are able to apply current and prevailing concepts as well as methods and instruments of internal communication in the further context of organisational analysis and diagnosis, and reflect them critically in matters of employee and leadership communication. Furthermore, they can apply them to the specific challenges of change communication. The module therefore serves for knowledge intensification, for the training of communication and collaboration competencies as well as for the development of academic integrity and professionalism.

Content	CCM5051: Internal Communication and Leadership • Objectives, models and instruments of employee and leader-ship communication • Theoretical fundamentals and practical areas of application of internal communication • Leadership theories and their importance for leadership communication • Analysis and diagnosis of organisation • Phases and architecture of change processes in resilient organisations • Change Management and Communication CCM5052: Identity, Culture and Orientation • Determining factors of internal communication • Corporate culture, norms, values and socialisation • Identity, vision, mission, mission statement • Identification and analysis of determining factors of internal communication • Company and creation of change processes • Orientation of employees by internal communication
Relation to other Modules	This module is based on module 1 and 2. It is fundamental for all further modules.
Literature	• Buchholz, Ulrike / Knorre, Susanne (2010): Grundlagen der Internen Unternehmenskommunikation. Berlin: Helios Media. • Quirke, Bill (2008): Making the Connections. Using Internal Communication to Turn Strategy into Action. Aldershot: Gower. • Huck-Sandhu, Simone (2013): Orientierung von Mitarbeitern - ein mikrotheoretischer Ansatz für die interne Kommunikation. In: Ansgar Zefaß / Lars Rademacher / Stefan Wehmeier (Hrsg.): Organisationskommunikation und Public Relations. Forschungsparadigmen und neue Perspektiven. Wiesbaden: VS Verlag für Sozialwissenschaften, S. 223-245. • Hackman, Michael Z. / Johnson, Craig E. (2013): Leadership. A Communication Perspective. 6. Aufl. Long Grove: Waveland.
Workload	60 hours contact time (4x15 hours) 120 hours self-study (preparation of the course, individual literature research, seminar paper)
Additional Remarks	
Keywords	Internal Communication, Employee Communication, Leadership Communication, Leadership, resilient Organisation, diagnosis of Organisations, communication architecture, Change Communication, corporate culture, mission statement, Identity, Orientation
Last edited	June 2020

MODULE 6: MARKET COMMUNICATION

ID	CCM5060
Study semester	2
Level	Expert level
Credits	6
Hours per week	4
Frequency	Once per year / Each spring semester
Courses	Marketing Communication and Brand Management (CCM5061) Image, Brand and Persuasion (CCM5062)
Prerequisites	At least 24 credits acquired in the first semester
Kind of Examination / Duration of Examination	PLK (90 minutes)
Granting of credits	All courses of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Theobald, Elke
Lecturer	Theobald, Elke
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	Students know the theoretical fundamentals, current concepts as well as methods and instruments of market communication. They are able to develop, discuss and criticise the field from the perspective of economy/business management and communication science/studies. They are able to reflect commonalities and differences of models and apply them to practical as well as theoretical questions/problems, with reference to core values such as image and brand. They know strategies of persuasion and know how to apply them to practical tasks. The module therefore serves for knowledge intensification, for the training of communication and collaboration competencies as well as for the development of academic integrity and professionalism.
Content	CCM5061: Marketing Communication and Brand Management

	- Definition/Overview about objectives, instruments and techniques of market communication - Marketing communication and advertising - Client communication - Brand management - Ethical and aesthetical aspects of brand management CCM5062: Image, Brand and Persuasion - Determining factors of market communication - Image and Image management - Brand and brand architecture - Persuasion strategies and techniques
Relation to other Modules	This module is based on module 1 and 2. It is fundamental for all further modules.
Literature	- Theobald Elke (2017): Brand Evolution – Moderne Markenführung im digitalen Zeitalter. 2. Auflage. Wiesbaden: Springer Gabler. - Fuchs, Wolfgang / Unger, Fritz (2014): Management der Marketing-Kommunikation. 5. Aufl. Wiesbaden: Springer Gabler. - Esch, Franz-Rudolf (2018): Strategie und Technik der Markenführung. 9., vollständig überarbeitete und erweiterte Auflage 2018. München: Vahlen. - Esch, Franz-Rudolf u.a. (2019): Corporate Brand Management: Marken als Anker strategischer Führung von Unternehmen. 4. Aufl. Wiesbaden: Springer Gabler.
Workload	60 hours contact time (4 x 15 hours) 120 hours self-study (preparation of the course, individual literature research and seminar paper)
Additional Remarks	
Keywords	Market Communication, Client Communication, Marketing Communication, Advertising, Brand Management, Image Management, Persuasion
Last edited	June 2020

MODULE 7: SOCIETAL COMMUNICATION

ID	CCM5070
Study semester	2
Level	Expert level
Credits	6
Hours per week	4
Frequency	Once per year/ Each spring semester
Courses	Public Relations and Stakeholder Management (CCM5071) Legitimacy, Responsibility and Trust (CCM5072)
Prerequisites	At least 24 credits acquired in the first semester
Kind of Examination / Duration of Examination	PLK (90 minutes)
Granting of credits	All courses of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Krebber, Felix
Lecturer	Krebber, Felix
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	Students know the theoretical fundamentals, current concepts as well as the methods and instruments of societal communication. They can describe the status quo, theoretical fundamentals as well as specific disciplines of public relations and know about current challenges. They can reflect and discuss the field from the perspective of research as well as from the perspective of practical problems. They master instruments and techniques of public relations and are able to apply them to case studies. The module therefore serves for knowledge intensification, for the training of communication and collaboration competencies as well as for the development of academic integrity and professionalism.
Content	CCM5071: Public Relations and Stakeholder Management • Theoretical fundamentals of societal communication • Development, status quo and ethics of Public Relations • Objectives, functions and models of Public Relations

- Stakeholder, publics and their relevance for the organisation
- Stakeholder Management and Relationship Management

CCM5072: Legitimacy, Responsibility and Trust

- Determining factors of societal communication
- Credibility and Trust as fundamentals of Relationship Management
- Societal expectations from Legitimacy
- Strategies of Legitimacy

Relation to other Modules	This module is based on module 1 and 2. It is fundamental for all further modules.
Literature	- Bentele, Günter / Bohse, Reinhard / Hitschfeld, Uwe / Krebber, Felix (2015): Akzeptanz in der Medien und Protestgesellschaft – Zur Debatte um Legitimation, öffentliches Vertrauen, Transparenz und Partizipation. Wiesbaden: Springer VS. - Huck, Simone (2005): Glaubwürdigkeit – Erfolgsfaktor für die Unternehmenskommunikation. Stuttgart: Universität Hohenheim. - Krebber, Felix (2016): Akzeptanz durch inputorientierte Organisationskommunikation. Wiesbaden: Springer VS. - Röttger, Ulrike / Donges, Ulrich / Zerfaß, Ansgar (2020): Handbuch Public Affairs – Politische Kommunikation für Unternehmen und Organisationen. Wiesbaden: Springer VS. - Sandhu, Swaran (2012): Public Relations und Legitimität. Der Beitrag des Organisationalen Neu-Institutionalismus für die PR-Forschung. Wiesbaden: Springer VS.
Workload	60 hours contact time (4 x 15 hours) 120 hours self-study (preparation of the course, individual literature research and seminar paper)
Additional Remarks	
Keywords	Societal Communication, Public Relations, Stakeholder Management, Relationship Management, Publics, Credibility, Trust, Responsibility, Legitimation, Legitimacy.
Last edited	June 2020

MODULE 8: COMMUNICATION RESEARCH

ID	CCM5080
Study semester	2
Level	Expert level
Credits	9
Hours per week	6
Frequency	Once per year / Each spring semester
Courses	Research Design, Methods And Process (CCM5081) Research Project (CCM5082)
Prerequisites	At least 24 credits acquired in the first semester
Kind of Examination / Duration of Examination	PLP
Granting of credits	All courses of the module have to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students Research project: limited to four students per team
Language	German
Module term	1 semester
Responsible person	Huck-Sandhu, Simone
Lecturer	Huck-Sandhu, Simone Krebber, Felix Naderer, Gabriele
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach (lecture and application-oriented research project)
Objectives	Students are able to apply methods of empirical social research to specific questions/problems of Corporate Communication Management. They define and realise a project with practical relevance in compliance with the principles of good scientific practice. The module therefore serves for knowledge intensification and comprehension, for knowledge use and transfer, for academic innovation, for the training of communication and collaboration competencies as well as for the development of academic integrity and professionalism.
Content	CCM5081: Research Design, Methods and Process • Epistemological fundamentals for qualitative and quantitative working

	• Methods and instruments of empirical social research e.g. process of development and concretion of a research question, generation of central questions and respectively hypotheses, research instruments and design • Evaluation and interpretation of primary and secondary data • Reporting and presentation of empirical findings in context of Corporate Communication • Academic/scientific working CCM5082: Research Project • Development of an appropriate research question as well as an adequate research design • Conception, realisation and evaluation of a quantitative or qualitative enquiry • Planning of the therefore necessary resources • Data evaluation, with e.g. MAXQDA, SPSS • Interpretation of the results, preparation and presentation of the results
Relation to other Modules	The module is based on modules 5, 6 and 7 and prepares for module 11.
Literature	• Brosius, Hans-Bernd / Haas, Alexander / Koschel, Friederike (2016): Methoden der empirischen Sozialforschung. Eine Einführung. 7. Aufl. Reihe Studienbücher zur Kommunikations- und Medienwissenschaft. Wiesbaden: VS Verlag für Sozialwissenschaften. • Baur, Nina / Blasius, Jörg (2019): Handbuch Methoden der empirischen Sozialforschung. 2. Auflage. Wiesbaden: Springer VS. • Gläser, Jochen / Laudel, Grit (2020): Experteninterviews und qualitative Inhaltsanalyse: als Instrumente rekonstruierender Untersuchungen. Wiesbaden: VS Verlag für Sozialwissenschaften. • Mayring, Philipp (2015): Qualitative Inhaltsanalyse: Grundlagen und Techniken. 12., vollständig überarbeitete und aktualisierte Auflage. Weinheim; Basel: Beltz.
Workload	75 hours contact time (5 x 15 hours) 225 hours self-study (preparation for the course, individual literature research, work on practice or respectively research project, presentations and the research report)
Additional Remarks	Examination based on teamwork (in groups up to 4 students)
Keywords	Communication Research, Methods of empirical social research, Research Process, Operationalisation, guided interview, Questionnaire, Content Analysis, Case Study, Experiment, Hypothesis, Variables, Sample, Data Analysis, Evaluation, Interpretation, Presentation, Project Management, Reporting
Last edited	June 2020

MODULE 9: INNOVATION LAB

ID	CCM5090
Study semester	2 & 3
Level	Expert level
Credits	6
Hours per week	3
Frequency	Twice per year / Each fall and spring semester
Courses	Open Project (CCM5091) Communicational Leadership (CCM5092)
Prerequisites	At least 24 credits acquired in the first semester
Kind of Examination / Duration of Examination	PLP
Granting of credits	Examination has to be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students Individual or team performance; five students max.
Language	German
Module term	2 semesters
Responsible person	Krebber, Felix
Lecturer	Krebber, Felix Huck-Sandhu, Simone
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Application-oriented project (practice or research)
Objectives	Students plan and realize individual projects that are beyond the traditional subjects and models of Corporate Communication. Within the scope of either a practical or academic project, they develop feasible concepts and innovative solutions for current economic or societal challenges, considering and applying transdisciplinary references. The objective is to teach innovative and transdisciplinary thinking and providing means to find creative solutions to problems. "Innovation Lab" is therefore conceived as a field of experimentation which, given the by then reached expert level of second and third-semester students, supports their individual and career profile shaping and building. Furthermore, students apply the acquired knowledge, subject-specific competencies and soft skills to specific problems or

	questions in order to meet the requirements of scientific practice principles as well as to develop results with practical relevance. Ongoing collegial advice supports the experimentation character of the projects. Experiences will be reflected in small groups of five both on an expertise level and in terms of personal perception and development within their professional role. Students also learn how to think in alternatives and how to develop new approaches beyond obvious solutions. During the process of collegial consulting, they learn from each other, practice the role of a consultant and strengthen their communicational competencies. The module therefore serves for knowledge comprehension, for knowledge use and transfer, for academic innovation as well as for the training of communication and collaboration.
Content	CCM5091: Open Project • Practical or research-oriented work around current challenges of Corporate Communication • Practical work, e.g. consulting of a non-profit-organisation by communication, development and implementation of training modules for communication practitioners, conception and production of a magazine, creation and or development of a business plan for a freelancer in the field/area of communication • Research project, e.g. analysis of current developments of Corporate Communication for or within a national or international company, branch, field of work (own data acquisition/collection required) • Presentation of the results and documentation of the work and research • Creation of an individual portfolio CCM5092: Communicational Leadership • Accompanying Open Project, knowledge and techniques are provided regarding topics like professional workshop moderation/facilitation, negotiation, visualization, conflict management and organizational development
Relation to other Modules	The module is prepared by the courses in module 4 and prepares for module 10
Literature	To be discussed singularly depending on task and project layout
Workload	30 hours contact time (2x 15 hours) 150 hours self-study (preparation, individual literature research, work on practical or research project, the presentations and final reports)
Additional Remarks	The examination is based on individual work or the work in groups of maximum 5 students. The collegial consulting takes place in groups of 5 students

Keywords	Innovation lab, future research, current challenges, innovative questions, analysis, reflection, creativity, joined-up thinking, portfolio
Last edited	June 2020

MODULE 10: ADVANCED ELECTIVES

ID	CCM5100
Study semester	3
Level	Expert level
Credits	9
Hours per week	6
Frequency	Once per year / Each fall semester
Courses	Issues Management & Crisis Communication (CCM5101) Campaigning & Narrative Communication (CCM5102) Innovation & Creative Communication (CCM5103) Interdisciplinary Studies (CCM5104) Digital Interaction & Communication (CCM5105)
Prerequisites	At least 45 credits acquired in the first semester
Kind of Examination / Duration of Examination	Individually to be determined: PLK (60 minutes)/PLR/PLH or PLM
Granting of credits	Electives examinations with an amount of 6 credits must be passed.
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 60 students
Language	English
Module term	1 semester
Responsible person	Huck-Sandhu, Simone
Lecturer	Huck-Sandhu, Simone Krebber, Felix Other (international) professors and lecturers
Discipline	Corporate Communication
Attendance for other programs	Selectively, electives can be attended in or by other university's bachelor or master programs.
Pedagogical Approach	Interactive approach (lecture, including trainings and practice)
Objectives	fields of activity of Corporate Communication and can evaluate them them in view of contemporary academic and practical discourses. In this way, they acquire relevant skills in communication management which play a critical role as essential context factors within corporate practice. The module therefore serves for academic innovation as well as for the development of academic integrity and professionalism.
Content	CCM5101: Issues Management & Crisis Communication • Relevance, Instruments and Methods of early recognition of potential issues

- Principles and Techniques of Issues Management
- Forms, Characteristics and impact of crises.
- Fundamentals of Crisis Management
- Models and Instruments of Crisis Communication
- Case Studies and Exercises

CCM5102: Campaigning & Narrative Communication

- Forms and Mechanisms of campaigns
- Corporate Campaigning of corporates/companies vs. Campaigning of non-profit-organisations, social movements etc.
- Campaigning in and with new media
- Narrative Communication and Storytelling
- Case Studies and Exercises

CCM5103: Innovation & Creative Communication

- Innovation Management
- Diffusion process and Acceptance of innovations
- Innovation Communication and -reporting
- Case Studies and Exercises
- Approaches and methods of creative communication
- Visual Communication and Design

As well as further electives, e.g.:
CCM5104: Interdisciplinary Studies
CCM5105: Digital Interaction & Communication

Relation to other Modules	The module especially builds on modules 1,5,6 and 7. It prepares for module 11.
Literature	- Heath, Robert / Palenchar, Michael J. (2009): Strategic Issues Management. 2. Auflage. Thousand Oaks: Sage. - Coombs, W. Timothy (2015): Ongoing Crisis Communication. 4. Aufl. Thousand Oaks: Sage. - Höbel, Peter / Hofmann, Thorsten (2014): Krisenkommunikation. 2. Aufl. Konstanz: UVK. - Röttger, Ulrike (2009): PR-Kampagnen. Über die Inszenierung von Öffentlichkeit. 4. Auf. Wiesbaden: VS Verlag für Sozialwissenschaften. - Thier, Karin (2010): Storytelling. Eine Methode für das Change-, Marken-, Qualitäts- und Wissensmanagement. 2. Aufl. Heidelberg: Springer.
Workload	60 contact time (4 x 15 hours) 120 hours (preparation, individual literature research, work on case studies, preparation of presentations and if applicable seminar papers/assignments or respectively preparation for the written exam
Additional Remarks	The named courses are not final. The university can offer further/alternative courses.
Keywords	Issues Management, Monitoring, Early Recognition, Crisis Communication, Crisis Management, Communication Campaigns, Campaigning, Campaigning Communication, Online-

	Campaigning, Dramaturgy, narrative Communication, Storytelling, Storytelling 2.0, Innovation Communication, Diffusion of Innovation, Acceptance Research, visual Communication, Design
Last edited	

MODULE 11: MASTER-THESIS

ID	MCC5110
Study semester	3
Level	Expert level
Credits	19
Hours per week	1
Frequency	Once per year / Each fall semester
Courses	Thesis course Corporate Communication (MCC5111) Master Thesis (THE5150)
Prerequisites	At least 60 credits acquired in the first and second semester
Kind of Examination / Duration of Examination	UPL and PLT
Granting of credits	Minimum grade 4,0
Significance for final grade	The module is counted towards the final master grade.
Class Size	Class participation is limited to 25 students
Language	German
Module term	1 semester
Responsible person	Huck-Sandhu, Simone
Lecturer	Huck-Sandhu, Simone Krebber, Felix
Discipline	Corporate Communication
Attendance for other programs	None
Pedagogical Approach	Interactive approach, colloquium
Objectives	Students work on an individually chosen topics of the field of Corporate Communication. They learn to identify current challenges in science and/or practice. They formulate relevant questions and develop them further. They structure their work in different contexts (practice, science and research) individually. Students discuss their thesis output with each other, at the same time learning from each other. The module therefore serves for knowledge intensification and comprehension, for knowledge use and transfer, for academic innovation, for the training of communication and collaboration competencies as well as for the development of academic integrity and professionalism.
Content	CCM5111: Thesis • Presentation and discussion of the individual thesis projects (questions, scientific argumentation, empirical approach, recommended actions)

	• Reflection and sharpening of the individual/own candidate's profile • Development of a personal topic portfolio for the career entry
Relation to other Modules	The module is based on the courses of the program
Literature	• Kornmeier, Martin (2018): Wissenschaftlich Schreiben leicht gemacht für Bachelor, Master und Dissertation. 8. überarb. Aufl. Stuttgart: UTB. • Esselborn-Krumbiegel, Helga (2017): Richtig wissenschaftlich Schreiben. 5. aktual. Aufl. Stuttgart: UTB.
Workload	15 hours contact time (1x 15 hours) 615 hours self-study (independent preparation of master's thesis)
Additional Remarks	Students should plan with at least a two-month timespan (max. 4 months) upon thesis registration when working on their thesis
Keywords	Thesis, scientific questions/problems, research design, method of analysis and data evaluation, theoretical paper, application-oriented project
Last edited	June 2020