

Prof. Dr. Simone Huck-Sandhu  
 Office hours: Thursday, 9.45 – 11.30 (W2.4.34)  
 please book appointment online:  
[www.snapappointments.com/huck-sandhu](http://www.snapappointments.com/huck-sandhu)  
 Email: [simone.huck-sandhu@hs-pforzheim.de](mailto:simone.huck-sandhu@hs-pforzheim.de)

## **Communication Management (PR) CCM5031-E**

### **Syllabus**

#### **Winter Semester 2018 / 2019**

<b>Weekly hours:</b>	4 (45 minutes) for the first half of the semester
<b>ECTS-Credits:</b>	<b>3</b>
<b>Workload:</b>	<b>90 hours</b> , 30 hours within class and 60 hours for self-study
<b>Time:</b>	Thursday, 15.30 – 18.45 (room W4.2.01)
<b>Begin:</b>	October 4, 2018
<b>Level:</b>	Master, introductory course
<b>Prerequisites:</b>	<b>Basic knowledge in organizational theory, marketing and/or communications is recommended</b>

### **Outline of the course**

*CCM5031E - Communication Management* is designed to introduce students to the theories, principles, and practices of public relations (PR) as management of communication between an organization and its publics. The course provides theoretical and practical knowledge for effective communication management in corporate settings. It helps students develop an understanding of how communication strategies can shape various publics' perceptions and opinions of an organization, person, product or issue. The course teaches students how to analyze public relations problems, formulate and implement viable strategies for problem resolutions and how to plan and implement a PR campaign.

### **Learning Objectives**

By the end of the course, students shall

- be able to define public relations and identify instances of public relations in multiple contexts
- have an advanced understanding of theories and principles of communication management,
- be able to synthesize broader management knowledge with the principles of communication management,
- have the ability to reflect on the roles and responsibilities of communication managers,
- the capacity to apply intercultural and global perspectives to communication management,

- be able to apply concepts, strategies and instruments of communication management to solve practical challenges,
- be able to analyze, plan, and implement a communication campaign.

**Course contributions to Master programs' common learning goals:**

Goal	Learning Objectives	Course Contributions to Goal	Assessment
<b>1 Responsible leadership in organizational contexts</b>	1.1 Knowledge of leadership principles 1.2 Application of leadership principles 1.3 Critical reflection of leadership concepts	Knowledge of role and importance of public relations in globally acting organizations  Knowledge of concepts, models and instruments of communication management  Theoretical foundations for planning and managing public relations in organizations.	Discussions within class, Case study work, Written exam
<b>2 Creative problem solving skills in a complex business environment</b>	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems (instrumental competence) 2.3 Ability to find creative solutions (systemic competence) 2.4 Ability to present problems (communicative competence)	Apply theoretical knowledge about mechanisms and instruments of public relations on communication problems	Case study work, Campaign
<b>3 Research Skills</b>	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)	Identify, research and analyze problems regarding the management of communication between an organization and its publics	Campaign
<b>4 Management of Innovation</b>	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies		
<b>5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities</b>	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies	Ability to identify and analyze stakeholders' issues and interests in an organization  Ability to plan and implement communication management strategy	Discussions within class, Written exam Campaign

## Course Material

*Information about the literature will be given within the lectures.*

- Tench, R., & Yeomans, L. (2009): Exploring Public Relations (2nd Ed.). Harlow.  
 Seitel, F.P. (2014): The Practice of Public Relations (12th Ed.). Upper Saddle River.  
 Wilcox, D.L., Cameron, G.T., & Heber, B.H. (2014). Public relations: Strategies and tactics (11th Ed.). Boston.  
 Cornelissen, J. (2017): Corporate Communication (5th Ed.) London.

*Interesting articles on current topics in public relations can be found e.g. in*

- Institute for Public [http://www.instituteforpr.org]  
 Chartered Institute of Public Relations [http://www.cipr.co.uk]

## Teaching and Learning Approach

The course is organized as a lecture, but throughout the course special emphasis is put on discussion and interaction with the students. Based upon profound knowledge of theory and its implications we will critically discuss cases and practical examples. Preparation based upon suggested basic readings and continuing active class participation throughout the term is expected. Active class participation involves more than physical presence: The learning process not only occurs between instructor and student, but also among students. I welcome your questions, participation in discussions and in case studies – you will have plenty of opportunities to contribute to the class!

## Grading

Your success in this course will depend on attending class. Attendance in all sessions, preparation and active participation is mandatory. Students are allowed one unexcused absence during the semester. Approved absences may include severe illness, funeral of an immediate family member, or other event with a non-negotiable date. **The grading will be based upon a 60 minutes written exam at the end of the semester. To pass 30 points out of a maximum of 60 points have to be achieved.**

**Grading scale:**

Grade		Definition	Explanation
(D)	(Int.)		
5,0	F	Fail	Demonstrates unsatisfactory application of theoretical and technical knowledge and understanding of the subject. Displays unsatisfactory ability to put theory into practice; weak theoretical and reflective insight. Unsatisfactory critical thinking, organizational and rhetorical skills.
4,7	E	Acceptable	Demonstrates acceptable application of theoretical and technical knowledge to achieve the minimum learning outcomes required in the course. Displays acceptable evidence of critical thinking and the ability to link theory to application.
4,0	D	Fair	Demonstrates fair breadth and depth of knowledge of main components of the subject. Fair evidence of being able to assemble some of the appropriate principles, theories, evidence and techniques and to apply some critical thinking
3,7	D+		
3,3	C-	Satisfactory	Displays satisfactory evidence of the application of theoretical and technical knowledge to achieve the desired learning outcomes. Demonstrates sound organizational and rhetorical skills.
3,0	C		
2,7	C+		
2,3	B-	Good	Demonstrates good knowledge, rhetorical and organizational skills. Good insight into the material and a good use of a range of appropriate resources. Good integration of a range of principles, techniques, theories and evidence.
2,0	B		
1,7	B+	Very Good	Demonstrates evidence of very good critical and analytical thinking in most aspects of the course. Very good knowledge that is comprehensive, accurate and relevant. Very good insight into the material and very good use of a range of appropriate resources. Consistently applies very good theoretical and technical knowledge to achieve the desired learning outcomes.
1,3	A-	Excellent	Demonstrates excellent breadth of knowledge, skills and competencies and presents these in appropriate forms using a wide range of resources. Demonstrates excellent evidence of original thought, strong analytical and critical abilities; excellent organizational, rhetorical and presentational skills.
1,0	A	Outstanding	Demonstrates outstanding integration of a full range of appropriate principles, theories, evidence and techniques. Displays innovative and/or insightful responses. Goes beyond the material with outstanding conceptualization which is original, innovative and/or insightful. Applies outstanding critical thinking skills.

## Preliminary Schedule

Thu, 15.30 – 18.45  
W4.2.01

Date	
Thu, Oct 4	Introduction & Review course outline Public Relations and Communication Management
Thu, Oct 11	Communication Management: Theories and Concepts
Thu, Oct 18	Media Context & Media Relations
Thu, Oct 25	Crisis Communication
<i>Thu, Nov 8</i>	<i>No class</i>
<i>Thu, Nov 15</i>	<i>Dies Academicus</i>
Thu, Nov 22	Internal Communication & Leadership
Thu, Nov 29	Strategic Communication: Analysis, Planning, Implementing & Controlling Practice: Campaign Planning
Thu, Dec 6	Practice: Campaign Planning Exam preparation: Questions & Answers
<i>Thu, Dec 13</i>	<i>Written exam for all students (60 minutes)</i>
<i>Tue, Oct 23</i> <i>13.00-ca. 18.30 Uhr</i>	<i>Optional Invitation within the Course Program of the Master "Corporate Communication Management": Excursion to SWR ("Southwest Broadcasting"), a regional public broadcasting corporation serving the southwest of Germany based in Baden-Baden: Guided Tour and TV Show „Die Pierre M. Krause Show“ (both in German only!)</i>
<i>Additional session</i>	<i>Media Training: How to appear confident in front of a TV camera</i>

## Class Policies

As a student-centered University, Pforzheim U is characterized by respect, cooperation, responsibility, and understanding among all its members. Students will be treated as you can expect to be treated in the work place. As an adult professional you will be expected to be on the job on-time every day and responsible for your own performance.

Students are expected to turn off all cell phones in the classroom. You are welcome to use computers to take notes in class. I will use the CCM5031 moodle site as the primary method of communication with you. On moodle, I will post all materials – additional readings, exercises and the slides for all lectures by 10 p.m. the night before class sessions. Please sign up to my course on moodle (password will be provided in the first session) and check it regularly during the semester.

I plan to invite a guest speaker who will share their insights. Please grant the speaker the respect and attention he or she deserve. Take full advantage of the opportunity: familiarize yourself with their work before class; take notes during the presentations; ask thoughtful questions. ☺

Violations of academic integrity, in any of their forms, are detrimental to the values of the Pforzheim Business School. Plagiarism of academic work or attempted cheating in the final exam will result minimally in the instructor assigning the grade of "F" for the assignment or examination.

This syllabus is an agreement between me and you, to respectively provide and complete a worthy learning experience. By becoming a student in this course, you have verified your understanding of and agreement with the class policies.