

Syllabus
CCM5031 Communication Management
Irine Kurtanidze
Winter Semester 2023/2024

Level	Master	
Credits	3 ECTS	
Student Contact Hours	4 (45 minutes) for the first half of the semester, a total of 2 contact hours	
Workload	90 hours, 30 hours within class and 60 hours for self-study	
Prerequisites	Introductory course; basic knowledge in organizational theory, marketing and/or communications is recommended	
Time	Thu, 15:30-18:45	
Room	See LSF	
Start Date	Oct 12th, 2022	
Lecturer	Name	Irine Kurtanidze
	Office Hours	Online by appointment

Outline of the course

CCM5031 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.

Literature and Course Materials

- Cornelissen, J. (2020): Corporate Communication (6th Ed.) London.
- Goodman, M. B. / Hirsch, P.B. (2020): Corporate Communication. Transformation of Strategy and Practice. New York.
- Seitel, F.P. (2016): The Practice of Public Relations (13th Ed.). Upper Saddle River.
- Wilcox, D.L., Cameron, G.T., & Heber, B.H. (2014). Public Relations: Strategies and Tactics (11th Ed.). Boston.

Additional literature and all course materials can be found in Moodle.

Teaching, Learning Approach and Grading

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.

Assessment

The grading will be based on a take home assignment (short essay, 20%) during the course and a written exam (80%) at the end of the course. To pass 30 points out of a maximum of 60 points have to be achieved.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes		Assessment Methods	
After completion of the program the students will be able...		After completion of the course the students will be able...		Essay	Written Exam
				20%	80%
				Individual	Individual
1	Responsible Corporate Communication Management in Organizational Contexts				
1.1	...to demonstrate their sound knowledge of corporate communication theories and concepts.	...to demonstrate their sound knowledge understanding of public relations theories and practices.			X
1.2	...to expertly apply corporate communication management theories and concepts to organizational contexts.	... to reflect and apply PR theories and models to PR case studies.		X	
1.3	...to critically reflect corporate communication management theories and concepts.	... to categorize and critically reflect PR theories and practices.		X	X
2	Creative Problem Solving Skills in a Complex Business Environment				
2.1	...to identify challenges for corporate communication management.	... to explain main issues and challenges of PR.			X
2.2	...to analyze problems of corporate communication management.	... to analyze specific challenges of PR.		X	X
3	Applied Research Skills				
4	Communication and Collaboration Skills				