

Prof. Dr. Simone Huck-Sandhu
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Communication Management (PR) CCM5031

Syllabus Winter Semester 2020 / 2021

Weekly hours:	4 (45 minutes) for the first half of the semester, a total of 2 SWS
ECTS-Credits:	3 credits
Workload:	90 hours, 30 hours within class and 60 hours for self-study
Time:	Blocked course on-site: Fri, Oct 16 th / Sat, Oct 17 th , 2020 Fri, Nov 13 th / Sat, Nov 14 th , 2020 Written exam: Thu, Nov 26 th , 2020; 8.00 a.m.
Room:	W4.2.01 (<i>might be subject to change – please see LSF online</i>)
Level:	Master, introductory course
Prerequisites:	Basic knowledge in organizational theory, marketing and/or communications is recommended

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.

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
1 Responsible leadership in organizational contexts	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
2 Creative problem solving skills in a complex business environment	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
3 Research Skills	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
4 Management of Innovation	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		
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities	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.

- Cornelissen, J. (2020): Corporate Communication (6th Ed.) London.
Seitel, F.P. (2016): The Practice of Public Relations (13th Ed.). Upper Saddle River.
Tench, R., & Yeomans, L. (2017): Exploring Public Relations. Global Strategic Communication (4th Ed.). London.
Wilcox, D.L., Cameron, G.T., & Heber, B.H. (2014). Public relations: Strategies and tactics (11th Ed.). Boston.

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, 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. Students are allowed one unexcused absence during the semester.

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! ☺

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 – before each session. Please sign up to my course on moodle (password will be provided in the first session) and check it regularly during the semester.

The grading will be based upon a written exam at the end of the course. To pass 30 points out of a maximum of 60 points have to be achieved. The date for the written exam will be set in class.

Preliminary Schedule

Date	
Fri, Oct 16	Introduction & course outline Public Relations and Communication Management Communication Management: Theories and Concepts
Sat, Oct 17	Media Relations Crisis Communication
Fri, Nov 13	Internal Communication Strategic Communication I
Sat, Nov 14	Strategic Communication II Practice: Campaign Planning Exam preparation
Thu, Nov 26 8.00 a.m.	<i>Written exam</i>