

Syllabus  
**CCM5031E Communication Management**  
 Simone Huck-Sandhu  
 Winter Semester 2022/2023

<b>Level</b>	Master	
<b>Credits</b>	3 ECTS	
<b>Student Contact Hours</b>	4 (45 minutes) for the first half of the semester, a total of 2 contact hours	
<b>Workload</b>	90 hours, 30 hours within class and 60 hours for self-study	
<b>Prerequisites</b>	Introductory course; basic knowledge in organizational theory, marketing and/or communications is recommended	
<b>Time</b>	Thu, 15:30-18:45	
<b>Room</b>	See LSF	
<b>Start Date</b>	Oct 6th, 2022	
<b>Lecturer(s)</b>	<b>Name</b>	Simone Huck-Sandhu
	<b>Office</b>	W2.4.34
	<b>Virtual Office</b>	<a href="https://bit.ly/3uENUjb">https://bit.ly/3uENUjb</a>
	<b>Office Hours</b>	Tue, 16:00-17:30 <a href="http://www.snapappointments.com/huck-sandhu">www.snapappointments.com/huck-sandhu</a>
	<b>Phone</b>	++49 (0)7231 28 6598
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## **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**

- Coombs, W. T. (2015): The value of communication during a crisis: Insights from strategic communication research. *Business Horizons*, 58(29), 141-148. DOI: 10.1016/j.bushor.2014.10.003
- Cornelissen, J. (2020): *Corporate Communication* (6th Ed.) London.
- Goodman, M. B. / Hirsch, P.B. (2020): *Corporate Communication. Transformation of Strategy and Practice*. New York.
- Hurst, B., & Johnston, K. A. (2021): The social imperative in public relations: Utilities of social impact, social license and engagement. *Public Relations Review*, 47(2). DOI: 10.1016/j.pubrev.-2021.102039
- Sandhu, S., & Huck-Sandhu, S. (2017): #indeepsorrow – Lufthansa's Agile Crisis Communication management during and after the Crash of Germanwings Flight 4U9525. In: VanSlyke Turk, J. / Valin, J. (Eds.): *Public Relations Case Studies from Around the World* (pp 169-192). New York.
- 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.

## **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 moodle as the primary method of communication. On moodle, I will post all materials – additional readings, homework exercises and the slides for all lectures. Please sign up to my course on moodle (password will be provided in the first session) and check it regularly during the semester.

## **Assessment**

The grading will be based on a take home assignment (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

## Schedule

Oct 6	Welcome & course outline Introduction to Public Relations as Management of Communication
Oct 13	Communication Management: Theories and Concepts I
Oct 20	Communication Management: Theories and Concepts II
Nov 3	Media Relations
Nov 10	Crisis Communication
Nov 17	Internal Communication
Nov 24	Strategic Communication & Campaign Planning
Dec 1	Strategic Communication & Campaign Planning
Dec 8	<i>Written exam – 15:30-16:30</i>