

Module title		Abbreviation
Internal corporate communication		o6-MK-IUK-212-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module teaches the basics of internal corporate communications. The main principles of work in communication departments of companies and organizations are explained on the basis of practical examples and theoretical considerations. In addition, methods and concepts for strategic internal communication in organizations are taught.</p>		
Intended learning outcomes		
<p>Students have learned basic theories and concepts of internal corporate communications. They are able to apply the theoretical content to practical problems and develop solutions. In addition, they can present their projects in practical forms of presentations.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) + T (2)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 50 minutes) or b) oral group examination (approx. 40 minutes) or c) portfolio (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2021)		