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| Module title | | Abbreviation |
| Communication in Business and Economics | | 12-M-BUC-222-m01 |
| Module coordinator | | Module offered by |
| Holder of the Professorship of Economic Journalism | | Faculty of Business Management and Economics |
| ECTS | Method of grading | Only after succ. compl. of module(s) |
| 5 | numerical grade | -- |
| Duration | Module level | Other prerequisites |
| 1 semester | graduate | -- |
| Contents | | |
| <p>The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.</p> | | |
| Intended learning outcomes | | |
| <p>After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.</p> | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | |
| V (2) + Ü (2) Module taught in: English | | |
| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) | | |
| written examination (approx. 60 minutes) Language of assessment: English creditable for bonus | | |
| Allocation of places | | |
| -- | | |
| Additional information | | |
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| Workload | | |
| 150 h | | |
| Teaching cycle | | |
| -- | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | |
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| Module appears in | | |
| <p>Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)</p> | | |