

SUMMER MODULE COURSE

Title		
"Public Relations (Crisis Communication) of European Corporations in the Corona Pandemic"		
Responsible:	Target group	Number of participants
Prof. Dr. Kim Otto Professur für Wirtschaftsjournalismus und Wirtschaftskommunikation Wirtschaftswissenschaftliche Fakultät Universität Würzburg	The module offer is aimed at students from the fields of Business Management, Economics, Media Communication/ Communication Studies and Business Journalism.	150 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) A waiting list will be maintained, and places re-allocated by lot as they become available.
Course period:	Term:	ECTS:
6-10.9.2021 (10-11:30)	summer semester 2021	5
Contents & Objectives:		
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"> External Communication – What is External Communication (EC)? What targets, target groups, tasks, strategies and instruments does the field of EC offer? Internal Communication – What is Internal Communication (IC)? What functions, goals and channels does the field of IC offer? Crisis Communication and Issues Management in the Corona Pandemic – How are Crisis PR and Issues PR connected? What differences exist? How can we differentiate between Crisis PR and Issue PR of large corporations? What are good and bad examples of corporate crisis communication? Applied Crisis PR in the Corona Pandemic – How do European Corporations communicate in the Corona Pandemic? Which differences/ different strategies exist among those Corporations? What are (possible) failures in Crisis Communication during the Pandemic? <p>Intended learning outcomes:</p> <p>By completing this course, students receive a profound understand of theory and practice of Public Relations in term of External Communication, Internal Communication and Crisis Communication, particularly concerning the Corona Pandemic. Besides to a profound knowledge of Crisis Communication, students learn how (differently) European Corporations communicate in the Corona Pandemic. Students will be able to analyze the communication mode of European Corporations during the Corona Pandemic based on theoretical models as well as the international historical experience.</p>		
Prerequisites:		
Prerequisite is good command of English. Further students should have a profound understanding of communication concepts as well as of social, economic and political aspects of mass communications.		
Course Structure:		
(# day/ # lecture)	CONTENTS	
1	External Communication	
2	Internal Communication	
3	Crisis Communication and Issues Management in the Corona Pandemic	
4	Applied Crisis PR	
5	Applied Crisis PR in the Corona Pandemic	

Faculty of Business Management and Economics

Literature:

Griffin, A. (2008). *New Strategies For Reputation Management. Gaining Control of Issues, Crises & Corporate Social Responsibility*. Kogan Page Limited, London and Philadelphia.

Laugé, A., Sarriegi, J.M. & Torres, J.M. (2009): *The Dynamics of Crisis Lifecycle for Emergency Management*. Tecnun – University of Navarra (1-20).

Meng, M. (2009): *Issue Life Cycle clarifies difference between “issues management” and “crisis management”*.

Regester, M. & Larkin, J. (2005): *Risk Issues and Crisis Management. A Casebook of Best Practice*. Chartered Institute of Public Relations, Kogan Page Limited, 3.

Assessment:

take home exam

Contact:

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Application:

- transcript of records (regarding your current degree programme)
- certificate of secondary school
- short CV
- copy of passport
- application form (will be generated in the application process)

APPLY NOW:

<https://flip.wiwi.uni-wuerzburg.de/module-study>