

Syllabus

Name:		
Business Communication		
Responsible:		
Höll, Claudio		
Programme:	Term:	ECTS:
Master	Winter	6 CP
Contents & Objectives:		
<p>The lecture „Business Communication“ starts with naming the most relevant communication- and discusses theoretical PR Models. We will discuss the profit of communication for companies, economy and scientific community. To sharpen the term PR, the students will learn about the fundamental differences between journalism and PR on the one hand, and the basic instruments, goals and methods that define PR on the other hand. This includes preparation and execution of a press talk, conferences, campaigns and events who will be systematically described. We will also set them into relation with the central aspects, that define Corporate Communications.</p>		
Prerequisites:		
no requirements		
Course Structure:		
2 SWS lecture, 2 SWS Exercise		
Literature:		
<p>Chia, J. & Synnott, G., 2012, An Introduction to Public Relations and Communication Management, 2nd Ed., Oxford.</p> <p>Butterick, K., 2011, Introducing Public Relations. Theory and Practice, Sage.</p> <p>Oliver, S. M.. 2004, Handbook of Corporate Communication and Public Relations, Routledge.</p> <p>Theaker, A., 2016, The Public Relations Handbook. Routledge.</p>		
Exam:		
Written Exam, 60min.		
Contact:		
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