ACADEMIC COURSE SUMMER SEMESTER 2020
MASTER COMMUNICATION MANAGEMENT, MODULE 06-005-527

Corporate Communications: Theories, Insights and Perspectives (V)

Prof. Dr. Ansgar Zerfass

Tuesday, 11.15–12.45 hrs, Nikolaistr. 27-29, Room 1.01.
Sessions will start on April 14, 2020.
Virtual sessions with Zoom in April. Regular sessions in May/June/July, if possible.
Last session on July 7. Written exam on July 23.

Topic
This graduate level lecture provides an overview on theories and practices of corporate communications, i.e. internal and external communication supporting organizational objectives in business enterprises. It starts with reflecting challenges in corporate practice, continues to discuss competing theoretical approaches, and introduces an integrated framework for corporate communications. Positioning and organizing the communication function, managing corporate communication departments, working with agencies and service providers, and challenges of international communication are additional topics covered.

Method
This course is organized as a lecture with integrated group discussions. Students should read the relevant literature prior to each session. Current research and developments in the professional field will be included in the debate. As such, participants are encouraged to browse recent issues of academic journals in the field (Corporate Communications – An International Journal, Communication Management, Management Communication Quarterly, International Journal of Strategic Communication, Public Relations Review; available online at the University Library) and follow the discussion in industry magazines (e.g. Communication Director). This lecture offers multiple opportunities to identify starting points for developing own research projects, e.g. master theses.

Module overview and course assessment
This course and the overall module are equivalent. Students enrolled have to attend classes and take an exam.
Assessment: Written examination (Klausur, 120 min.) in English, dealing with the content of the whole lecture and the accompanying literature on July 23, 2020, 9.00–11.00 hrs, Room 1.01. Regular attendance during the course is required, as study regulations require 30 hours of presence time for acquiring credit points in this course. Please inform the instructor in any case of illness etc. via e-mail.

Exchange students / Guest students
This course is offered in English in order to expand the offerings at the Institute for Communication and Media Studies for international students. Please note that this is a graduate level (master) course and knowledge about strategic communication, organizational communication, public relations, etc., is required. Students should enroll for this course via AlmaWeb or at the school’s office for academic affairs (Studienbüro), Sebastian Faber, www.sozphil.uni-leipzig.de/cm/studium/studienbuero-der-fakultaet/studienkoordination.
Exchange students may receive a certificate of attendance (3 ECTS), which requires full attendance during every session, and a short evaluation meeting with the instructor. Alternatively, they might take the written exam mentioned above to receive a grade and 5 ECTS (if passed). Please approach Professor Zerfass via e-Mail until June 25 latest to arrange evaluation meetings or exams.

Virtual teaching with Zoom and Moodle

Leipzig University will start the summer term regularly in April 2020, but will initially use digital formats until 3 May 2020, when they might be replaced by attendance studies. If this is not possible, all dates of these courses will be held online. The first sessions will therefore be held virtually via Zoom. Dial-in data and access passwords for Zoom and Moodle (see below) will be sent by e-mail to all registered seminar participants in early April. Please make sure that you can use zoom.us (https://zoom.us/) to its full extent. You will need a computer or notebook with camera, microphone and speakers as well as a stable WLAN access. Please register free of charge with your university e-mail address at zoom.us in advance and test the functionalities. Zoom enables presentations by the lecturer and guest speakers, as well as interactive discussions in small groups (breakout rooms) and in chats, which can also be used to send documents during the sessions for local editing (participation with smartphone or tablet is therefore not possible).

Schedule

| Challenges and theoretical foundations of corporate communications | 14.04.2020 | Corporate communications today: Goals, necessity, challenges |
| | | Literature: Argenti 2016; Cornelissen 2017; Christensen & Cornelissen 2011; Arthur W. Page Society 2016 |
| | | Additional readings: Bolton et al. 2018; Mast 2019: 3-21; Tench et al. 2017; Zerfass, Verčič, Verhoeven, Moreno & Tench 2019 |
| | 21.04.2020 | Macro-level approaches to corporate communications |
| | | Literature: Ihlen & Verhoeven 2015; Berger & Reber 2013 |
| | | Additional readings: Bentele & Nothhaft 2010; Zerfaß 2010: 85-113, 192-207 |
| | 28.04.2020 | Meso-level approaches to corporate communications |

Integrated framework for corporate communications

<p>| 12.05.2020 | Principles of corporations and value-based management |
| | Literature: Zerfass 2008; Freeman 2007 |
| 19.05.2020 | Theory of integrated corporate communications |
| | Literature: Zerfass 2008; Zerfass, Vercic, Nothhaft &amp; Werder 2018; Zerfass &amp; Viertmann 2017 |
| | Additional readings: Zerfaß 2010: 287-318; Zerfaß 2010: 326-374 |
| 26.05.2020 | Institutionalization, agency and the communicative organization |
| | Literature: Nothhaft 2010; Falkheimer et al. 2017; Volk et al. 2017; Zerfass &amp; Viertmann 2016 |</p>
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<th>Date</th>
<th>Topic</th>
<th>Literature/Readings</th>
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<tr>
<td>16.06.2020</td>
<td>Positioning excellent communication functions</td>
<td>Literature: Van Riel &amp; Fombrun 2007b; Broom &amp; Sha 2013a; Zerfass, Dühring, Berger &amp; Brockhaus 2018, Zerfass &amp; Sherzada 2015; Tench et al. 2017</td>
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<td>Additional reading: Wiesenbergen et al. 2020; Zerfass &amp; Volk 2018</td>
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<td>23.06.2020</td>
<td>Managing a communication department: Leadership, organization, staff development</td>
<td>Literature: Berger &amp; Meng 2014</td>
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<td>Additional readings: Kiesebauer 2020; Tench &amp; Moreno 2015; Zerfaß, Lautenbach &amp; Sass 2020</td>
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<td>30.06.2020</td>
<td>Guest lecture: A communication leader’s perspective</td>
<td>&quot;Managing a Corporate Communications Department in a Diversified Global Corporation – The Case of Fresenius”</td>
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<td>Matthias Link, Senior Vice President Corporate Communications, Fresenius Group, Bad Homburg</td>
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<td>Fresenius (DAX listing: FRE) is a global healthcare group offering high-quality products and services for dialysis hospitals and outpatient treatment. With over 290,000 employees in more than 100 countries around the globe and annual sales exceeding €30 billion, Fresenius is one of the world’s leading healthcare companies. The Fresenius Group includes four independently operated business segments each one active in a major growth area of healthcare. Fresenius Medical Care is the world leader in treating people with chronic kidney failure. Fresenius Helios is Europe’s largest private hospital operator. Fresenius Kabi supplies essential drugs clinical nutrition products medical devices and services to help critically and chronically ill patients, while Fresenius Vamed plans, develops and manages healthcare facilities.</td>
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<td>Matthias Link heads the corporate communications department with a direct reporting line to the CEO since July 2019 after serving in senior positions for the group for a decade. He graduated in business administration from Bamberg University and worked as a communications consultant for international agency networks like GolinHarris and Citigate Dewe Rogerson.</td>
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<td>07.07.2020</td>
<td>Communication consultancy and outsourcing</td>
<td>Consultancy, agency relationships and service providers</td>
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<td>Literature: Broom &amp; Sha 2013b; Zerfass &amp; Franke 2013; Rötger &amp; Preusse 2013</td>
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<td>Additional readings: Fuhrberg 2020; Harden 2020, Hoffjann 2018</td>
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<td>Assessments</td>
<td>Written exam</td>
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<td>23.07.2020</td>
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**Contact**

Please check www.communicationmanagement.de for information how to contact Professor Zerfass via e-mail and how to make appointments for his office hours.

**Course material**

The literature and presentation slides will be made available for download on the learning platform Moodle at [https://moodle2.uni-leipzig.de](https://moodle2.uni-leipzig.de) > Fakultät für Sozialwissenschaften und Philosophie > Institut für Kommunikations- und Medienwissenschaft > Abteilung Communication Management > Sommersemester 2020. The password will be sent to everybody enrolled in the course in early April 2020.
Literature (required for all students; relevant for assessments; available on Moodle)


Basic literature (for Master Communication Management students only)
The following books are indispensable for this course and the overall study program; students should always have a personal copy available – please buy or borrow from the library:


Additional readings (available in the library or on the web)


