LEHRVERANSTALTUNG SS 2021

V Foundations of Online Communication (2 SWS)

MA Communication Management
Module 06-005-526

Prof. Dr. Cornelia Wolf, cornelia.wolf@uni-leipzig.de

Thursdays 9.15-10.45 Uhr; takes place on Zoom until further notice
First lecture: 15.04.21

If there is a change to face-to-face teaching: Institute building (Nikolaistraße 27-29) Room 1.01

PLEASE NOTE: THIS PLAN IS PRELIMINARY (AS OF 27.03.2021) AND DETAILS ARE SUBJECT TO CHANGE.

Topic
The lecture „Foundations of Online Communication“ explains relevant terms and phenomena of the digitalization and discusses their implications for strategic (online) communication. Furthermore, recent developments and trends, e.g. Content, AR/VR, Big Data and Artificial Intelligence, in the field are introduced and discussed.

Virtual meetings via Zoom

Until further notice, meetings will be held virtually via Zoom. Zoom dial-in details and access passwords as well as Moodle course access details will be emailed to all enrolled seminar participants prior to the first session. Please ensure that you are able to use zoom.us (https://zoom.us/) in full. You will need a computer or notebook with a camera, microphone and loudspeakers as well as a stable WLAN access. Please register in advance for free at Zoom with your university email address and test the functionalities. Zoom enables interactive discussions in the whole group or in small groups (breakout sessions) as well as in chats (participation with smartphone or tablet is therefore not possible).

15.04.21 Lecture 1: Introduction, Q&A Zoom
22.04.21 Lecture 2: Digitalization – a mega trend
29.04.21 Lecture 3: Internet and Digital Culture
06.05.21 Lecture 4: Digital Transformation and Digital Leadership
07.05.20 Lecture 5: Digital Business Models
13.05.20 Public Holiday
20.05.21 Lecture 6: Social Networks
27.05.21 Lecture 7: Guest Lecture: Social Media Communication of CEOs Elise Kammerer & Ali Azimi; Hering Schuppener Digital
03.06.21 Lecture 8: Digital Business Models
10.06.21 Lecture 9: Interactive Session: Virtual Reality
17.06.21 Lecture 10: Trend: Virtual Reality
24.06.21 Lecture 11: Trend: Big Data & Artificial Intelligence
01.07.20 Lecture 12: Trend: Content
08.07.21 Lecture 13: Wrap Up
15.07.21 Lecture 14: Feedback
22.07.21 No lecture due to Master's selection interviews