



UNIVERSITÄT
LEIPZIG

Fakultät für
Sozialwissenschaften und
Philosophie
Institut für Kommunikations-
und Medienwissenschaft
**Lehrbereich
Communication
Management**
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**LEHRVERANSTALTUNG SOMMERSEMESTER 2021
BACHELOR KOMMUNIKATIONS- UND MEDIENWISSENSCHAFT,
MODUL 06-005-1120**

Communication Management – Research in Start-up Communication (S)

LECTURER: Daniel Ziegele, M.A.

TIME: Tuesday, 13:00 - 16:00

PLACE: Virtual meetings via zoom (Login details will be announced via Moodle)

LANGUAGE: English

DATES: 13.04., 20.04., 27.04., 04.05., 11.05.

EXAM PERFORMANCE: Project report, see "[Project Seminar 'Research Project Communication Management: Startup Communication – A systematic literature review'](#)" for further information

PLEASE NOTE: THIS PLAN IS PRELIMINARY (AS OF 16.02.2021) AND DETAILS ARE SUBJECT TO CHANGE.

DESCRIPTION

In the seminar "Research in Start-up Communication", the state of research on communication management in start-ups is explored as a group. For this purpose, key theories, models and approaches from the literature will be presented, discussed and compared with each other. The objective of the seminar is to provide an overview of the research on start-up communication and to understand and be able to explain different approaches. Participants will know important literature and concepts of communication management in the start-up environment after completing the seminar. This is the basis for the accompanying practical seminar in module 06-005-1120. The purpose of the seminar is to enable participants to become familiar with and develop topics in the field of communication management. In addition to preparing for the realisation of the project seminar, this also provides a theoretical foundation for possible Bachelor's theses and practical professional skills.

METHODOLOGY

The seminar combines literature study with discussions in the group. For all participants, discussion texts and in-depth literature on the topics are provided and made available via Moodle.

The Moodle link will be sent to all registered participants by e-mail in a timely manner before the start of the seminar. The students work out the contents of the discussion texts independently on the basis of discussion questions. The seminar takes place in five compact sessions at the beginning of the semester (see Dates).

VIRTUAL MEETINGS VIA ZOOM

The sessions take place 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 speakers 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 rooms) as well as in chats (participation with smartphone or tablet is therefore not possible).

EXAM PERFORMANCE

In module 06-005-1120, a project report must be written as examination. Information on this is communicated in the associated project seminar. In this seminar, regular attendance and active participation in the discussions are expected from all participants. In case of illness or sick leave, please inform the lecturer by e-mail.

PRELIMINARY SCHEDULE

13.04. (1)	Introduction: About the seminar and the basics of communication management Contents are... <ul style="list-style-type: none">• General information about the module and the seminar• Brief overview and recap on communication management: analysis, strategy, implementation, evaluation of communication• Literature and discussion questions (for session 2)• Q&A• ...
20.04. (2)	Startups: Defining and understanding the challenges of new corporations Contents are... <ul style="list-style-type: none">• Defining what a start-up is (and what not)• Elaboration of different dimensions of start-ups• The challenges of start-ups• Literature and discussion questions (for session 3)• Q&A• ...
27.04. (3)	Start-ups and communication: The many faces of startup-communication <ul style="list-style-type: none">• State of research: what it is and how to develop it• Elaboration of different fields of communication management in start-ups• Literature and discussion questions (for session 4)• Q&A• ...
04.05. (4)	Research in startup-communication: Status quo and current debates <ul style="list-style-type: none">• Overview of the development of the field and current research approaches, e.g. in strategic communication, ...• Q&A• ...
11.05. (5)	Wrap-up: Discussion, outlook, Q&A <ul style="list-style-type: none">• Summary and trends (e.g. technologies, tools, etc.)• Open questions

CONTACT

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Consultation hours by prior appointment. Further information is available online at communicationmanagement.de

LITERATURE

The literature for the seminar will be announced in time via Moodle.