



**LEHRVERANSTALTUNG SS 2022**

**V Digital Transformation and Communication Trends (2 SWS)**

**MA Communication Management  
Module 06-005-526**

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Thursdays 09:15-10:45; Seminar building, Room S 4.25  
(on 07.04.2022 in room 1.06 in the institute building)

First lecture: 07.04.22

**Topic**

The lecture „Digital Transformation and Communication Trends“ 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.

**Preliminary schedule and topics**

07.04.22	Lecture 1:	Introduction, Q&A
14.04.22	Lecture 2:	Digitalization – a mega trend
21.04.22		<i>No lecture due to institute meeting</i>
28.04.22	Lecture 3:	Internet and Digital Culture
05.05.22	Lecture 4:	Digital Transformation and Digital Leadership
12.05.22	Lecture 5:	Digital Business Models
19.05.22	Lecture 6:	Interactive Session: Virtual Reality
26.05.22		<i>No lecture due to public holiday</i>
02.06.22	Lecture 7:	Trend: Virtual Reality
09.06.22	Lecture 8:	Guest Lecture: Social Media Communication of CEOs Elise Kammerer & Ali Azimi; Hering Schuppener Digital
16.06.22	Lecture 9:	Social Networks
23.06.22	Lecture 10:	Trend: Big Data & Artificial Intelligence
30.06.22	Lecture 11:	Trend: Content
07.07.22	Lecture 12:	Wrap Up & Feedback
14.07.22		<i>No lecture due to master's selection interviews</i>