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 Lecture 3: Internet and Digital Culture
28.04.22 Lecture 4: Digital Transformation and Digital Leadership
05.05.22 Lecture 5: Digital Business Models
12.05.22 Lecture 6: Interactive Session: Virtual Reality
19.05.22 Lecture 7: Trend: Virtual Reality
26.05.22 Lecture 8: Guest Lecture: Social Media Communication of CEOs Elise Kammerer & Ali Azimi; Hering Schuppener Digital
02.06.22 Lecture 9: Social Networks
16.06.22 Lecture 10: Trend: Big Data & Artificial Intelligence
23.06.22 Lecture 11: Trend: Content
07.07.22 Lecture 12: Wrap Up & Feedback
14.07.22 No lecture due to master's selection interviews