LEHRVERANSTALTUNG SS 2022

V Digital Transformation and Communication Trends (2 SWS)

MA Communication Management
Module 06-005-526

Dr. Michael Johann, michael.johann@uni-leipzig.de / michael.johann@phil.uni-augsburg.de

Thursdays 09:15-10:45; Institute building (Nikolaistraße 27-29), Room 1.01

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 No lecture due to institute meeting
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 No lecture due to public holiday
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 No lecture due to master’s selection interviews