



UNIVERSITÄT  
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Institut für Kommunikations-  
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**Lehrstuhl für  
Strategische Kommunikation**  
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**LEHRVERANSTALTUNG SOMMERSEMESTER 2022  
M BACHELOR KOMMUNIKATIONS- UND MEDIENWISSENSCHAFT,  
MODUL 06-005-1120**

**Start-up Communication: Theory and Practice (S)**

**Daniel Ziegele, M.A.**

Tuesday, 13.15–14.45h, Nikolaistr. 27-29, Room 1.01

Start: 5. April 2022; Last session: 31. May 2022

Deadline for Project Report: 31. August 2022; see “Project Seminar ‘Research Project Communication Management: Startup Communication’” for further information

**DESCRIPTION**

In the seminar "Start-up Communication: Theory and Practice", 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 and hands-on workshop sessions during the seminar. 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 as soon as enrollment is completed. The students work out the contents of the discussion texts independently on the basis of discussion questions. The seminar takes place in nine compact sessions at the first half of the semester (see Dates).

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06. Mai 2022

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## 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 discussions and workshop sessions are expected from all participants. In case of illness or sick leave, please inform the lecturer by e-mail.

## PRELIMINARY SCHEDULE

05.04. (1)	<p><b>Introduction: About the seminar and the basics of communication management</b></p> <p>In session 1, students are given general information about the module and the seminar. To start with there will be a brief overview and recap on communication management: analysis, strategy, implementation, evaluation of communication.</p> <p><i>Recommended literature for preparation, review and further elaboration is provided in the Moodle course for each session.</i></p>
12.04. (2)	<p><b>Startups: Defining and understanding the specifics of new ventures</b></p> <p>In session 2, the focus will be on start-ups. What is a start-up? What makes it special? What about unicorns and zebras? As a lot of questions come along with the term 'start-up' it will be defined what a start-up is (and what not). Therefore, students will elaborate different dimensions of start-ups in group work and quizzes.</p>
19.04.	No session in this week.
26.04. (3)	<p><b>Why startups fail: Hurdles of new startups and how to get past them</b></p> <p>In session 3, it will be discussed why many of new startups fail. While there are lots of Cinderella stories how startups turned into multi-billion multinational corporations during the last decade, it is almost forgotten that most of the startups cannot overcome major challenges they face at an early stage. Students will analyze what these hurdles are and how startups can overcome these challenges.</p>
03.05. (4)	<p><b>Startups and communication: The many faces of startup-communication</b></p> <p>After learning about the challenges of startups, session 4, will focus on the areas and impact of start-up communication. Students will get to know the different fields of communication management in start-ups.</p>
10.05. (5)	<p><b>Strategic communication and organizational culture in start-ups</b></p> <p>In session 5, students learn when startup communication turn strategic. In a practical workshop, they learn how two strands of research can be combined into a model and framework that helps to craft innovative research projects.</p>
17.05. (6)	<p><b>Insights into practice: Guest talk</b></p> <p>For further information check the Moodle course.</p>
24.05. (7)	<p><b>Founders in the spotlight: Business game</b></p> <p>In session 7, we will learn about the founder within a business game. Students turn into investors. In a hands-on workshop/experiment, students will determine which founder they would trust with their (fictional) investment. In the process, they will find out which factors have a particular influence.</p>
31.05. (8)	<p><b>Wrap-up: Discussion, outlook, Q&amp;A</b></p> <p>In session 8, there will be a short wrap-up and evaluation of the seminar. We will also look on current trends (e.g. technologies, tools, etc.) and there will be room for open questions.</p>

## **CONTACT**

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Consultation hours by prior appointment. Further information is available online at [communicationmanagement.de](http://communicationmanagement.de)

## **LITERATURE**

*Participants find all relevant literature for this seminar in the Moodle course.*