LEHRVERANSTALTUNG SS 2023

V Digital Transformation and Communication Trends (2 SWS)

MA Communication Management
Module 06-005-548

Prof. Dr. Cornelia Wolf, cornelia.wolf@uni-leipzig.de

Mondays 11.15-12.45; Seminar building (NSG), Room 315
First lecture: 03.04.23

Last edit: 01.03.2023 (DETAILS ARE SUBJECT TO CHANGE)

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 technological trends, e.g., Content, AR/VR, Big Data and Artificial Intelligence are introduced and discussed.

03.04.23 Lecture 1: Meet and Greet, Introduction
10.04.23 Public Holiday
17.04.23 Lecture 2: Digitalization – a mega trend
24.04.23 Lecture 3: Internet and Digital Culture
01.05.23 Public Holiday
08.05.23 Lecture 4: Digital Transformation and Digital Leadership
15.05.23 Lecture 5: Digital Business Models
22.05.23 Lecture 6: Guest Lecture: Tech and Startup Communication
Ali Azimi and Steffen Schulze, FGS Global
29.05.23 Public Holiday
05.06.23 Lecture 7: Trend: Virtual Reality
12.06.23 Lecture 8: Trend: Social Networks
19.06.23 Lecture 9: Trend: Big Data & Artificial Intelligence
26.06.23 Lecture 10: Trend: Content
03.07.23 Lecture 10: Wrap Up
10.07.23 Lecture 11: Feedback