



UNIVERSITÄT  
LEIPZIG

Faculty for Social Science and  
Philosophy  
Institute for Communication and  
Media Science  
**Online Communication**  
Prof. Dr. Cornelia Wolf

**LEHRVERANSTALTUNG SS 2023**

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

**MA Communication Management**  
**Module 06-005-548**

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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	<i>Public Holiday</i>
17.04.23 Lecture 2:	Digitalization – a mega trend
24.04.23 Lecture 3:	Internet and Digital Culture
01.05.23	<i>Public Holiday</i>
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	<i>Public Holiday</i>
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