



LEHRVERANSTALTUNG SS 2024

V Digital Transformation and Communication Trends (2 SWS)

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

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

Dates: Wednesday 10.04.24 9-13, Thursday 11.4.24 9-18, Thursday 25.4.24 9-18
Last edit: 19.02.2024 (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. Some content may be offered as a flipped classroom.

Two guests will provide an insight into the integration of new technologies in the practical field. Please note: The guest lectures will be held in German.

10.4.23	9-13 Uhr	Meet and Greet Introduction to Digitalization, Digital Culture, Digital Transformation, and Digital Business Models
11.4.23	9-18 Uhr	Introduction to Trends I: Virtual Reality, Big Data & Artificial Intelligence Guests: Meike Ostermeier (Director, FGS Global) and Sören Voth (Data Science Associate, FGS Global)
25.4.	9-18 Uhr	Introduction to Trends II: Social Media and Content Guest: Christian Buggisch (Head of Corporate Communication, Datev eG) Interactive Wrap up, Feedback