



**LEHRVERANSTALTUNG SOMMERSEMESTER 2024  
BACHELOR KOMMUNIKATIONS- UND MEDIENWISSENSCHAFT,  
MODUL 06-005-1120**

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

**Daniel Ziegele, M.A.**

Monday, 9.15–10.45h, Nikolaistr. 27-29, Room 1.06

Start: 8 April 2024; Last session: 13 May 2024

Deadline for Project Report: 1 September 2024; see “Project Seminar 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. 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 realization 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 six compact sessions (see Schedule).

**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.

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## SCHEDULE

08.04. (1)	<p><b>Introduction: About the seminar</b></p> <p>In session 1, students are given general information about the module and the seminar and get to know each other.</p> <p><i>Recommended literature for preparation, review and further elaboration is provided in the Moodle course for each session.</i></p>
15.04. (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 a quiz.</p>
22.04. (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>
29.04. (4)	<p><b>Founders in the spotlight: Learning about founder centricity in start-ups</b></p> <p>In session 4, student will learn about the central role of founders and founding teams. They will find out which factors have a particular influence and what are typical characteristics of a founder. Therefore, important concepts for the research report will be discussed.</p>
06.05. (5)	<p><b>Image transfers: How founders can help start-ups become popular</b></p> <p>In session 5, there will be a brief introduction in the concept of image transfer. In the following, students will discuss how a founder's image can help start-ups to take advantage of it.</p>
13.05. (6)	<p><b>Startups and communication: The many faces of startup-communication</b></p> <p>In session 6, we 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. They will learn about current research in start-up communication. In a research workshop, they learn how to understand and summarize important research papers that help to craft innovative research projects. The session will close with a short evaluation</p>

## CONTACT

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