



UNIVERSITÄT
LEIPZIG

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

LEHRVERANSTALTUNG SS 2025

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: Thursday 10.04.25 9-13 (1.06), Thursday 24.4.25 9-16 (1.06), Wednesday
7.5.25 9-13 (S205), Thursday 8.5.25 9-16 Uhr (1.06)
Last edit: 13.03.2025 (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 lectures/workshops will provide an insight into the integration of new technologies in the practical field. Please note: The guest lectures will be held in German.

10.4.25	9-13 Uhr	Meet and Greet Introduction to Digitalization, Digital Culture, Digital Transformation, and Digital Business Models
24.4.25	9-16 Uhr	Introduction to Trends I: Big Data & Artificial Intelligence Guests: Meike Ostermeier (Director, FGS Global) and Sören Voth (Data Science Associate, FGS Global)
7.5.25	9-13 Uhr	Introduction to Trends II: Content Guests: Stefan Pohl (Team Lead Medien/Corporate Publishing, Datev eG)

8.5.25 9-16 Uhr Introduction to Trends III:
Social Media
Virtual Reality

Interactive Wrap up, Feedback