



**ACADEMIC COURSE WINTER SEMESTER 2021
MASTER COMMUNICATION MANAGEMENT, MODULE 06-005-537**

International Research in Communication Management (V)

Prof. Dr. Ansgar Zerfass

Monday, 15:15–16.45hrs, Nikolaistr. 27-19, Room 1.06, on the following dates:
11.10.2021, 18.10.2021, 25.10.2021, 01.11.2021, 08.11.2021, 15.11.2021
Examination: Portfolio deliverables, due during the course.

Topic

The course addresses current debates in international research that are relevant for strategic communication and communication management. Communication leaders and their teams need to understand trends in society, management and technology for two reasons. First, they are often asked by top management and other executives how such developments influence public opinion building, stakeholder expectations, relationships, and the communicative positioning of companies. Second, they have to assess how those trends impact the communications function at large or their own department – for example with regard to structures, processes, culture, strategies, platforms, etc.

A key challenge is usually to understand the essence of research insights from a communication management point of view without going in too much details about study designs, conclusions for other disciplines etc., and without limiting one's own thoughts by referring to mainstream corporate communication practices and research.

This also means that it is necessary to monitor research beyond the existing body of knowledge of the strategic communication and public relations discipline. Research on digitalization can be found in fields like information technology, management, marketing, and media culture. Sustainability (in the broad sense of Global Compact goals) and legitimacy is a key topic in strategic management, business ethics, CSR, as well as in subfields like human resources management, production, sourcing, marketing, etc. Insights on social and political change are mainly produced by sociology, political science, or cultural studies, but also reflected by marketing and management scholars.

Learning objectives

Upon completion of the course, students will know how to critically reflect current debates, theories, concepts and insights from international research in communication management and adjacent disciplines. They will be able to classify them in the context of their authorship and contexts of origin. Specifically, they can identify

- challenges and opportunities for corporate communications practice; this knowledge can be used in the parallel seminar “Global Corporate Communications” in this module;
- opportunities for future research in communication management; this knowledge can be used as a starting point to design individual master theses in the following semester.

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Method

The course is based on individual readings and interactive discussions. The lecturer provides a selection of articles which will be read by all students ahead of the sessions. In each session, the authors and their disciplinary background will be introduced by the lecturer. A two-person student team will provide a short presentation (max. 10 min.) for each article focusing on three questions: a) What are they key insights of the study or article?; b) How can this impact corporate communications practice?; c) How can this inspire future research in communication management, e.g. in a master thesis? The proposals will be discussed by all participants and commented by the lecturer. Another student takes notes and prepares minutes of the debate (max. 3 pages, bullet point style).

Three renowned international researchers will join the class virtually as guest speakers. The speakers will highlight key insights of their research themselves. Therefore, the student team will act as moderator, facilitating a debate between the guest speakers and the class on the practical implications of their studies and potential follow-up research. No notes will be taken.

Presentations and minutes shall be sent to the lecturer within three days (until Thursday evening). Everything will be made available on Moodle, which means that all participants can profit from the knowledge and ideas generated in the different sessions.

Module overview and examination

This course is part of the module “International Communication”. Students enrolled have to attend both classes. Examination: Portfolio, composed of a) case study solution with presentation (in the seminar), b) presentation, moderation or protocol (in the lecture). Grading is based on a); presentations, moderations and notes have to be assessed as “passed”. Regular attendance during this course is required, as study regulations require 15 hours of presence time for acquiring credit points in this course. Please inform the lecturer in any case of illness etc. via e-mail.

Digital platforms

This course will be taught in presence, but we will be able to switch to hybrid or digital teaching if necessary. Please make sure that you can use zoom.us (<https://zoom.us/>) to its full extent. You will need a computer or notebook with camera, microphone and speakers as well as a stable WLAN access. Please register free of charge with your university e-mail address at zoom.us in advance and test the functionalities.

Schedule

Technology: Research on digitalization and business transformation	
Mon 11.10.2021	<p>Course introduction</p> <p>Literature to be discussed:</p> <ul style="list-style-type: none">• Fountaine, T., McCarthy, B., & Saleh, T. (2021). Getting AI to scale. <i>Harvard Business Review</i>, 99(3), 116–123. Presentation: Wibke Kroll, Milo Tetzl Minutes: Elias Weber• Harvard Business Review 2021 section on AI & marketing: Davenport, T. H., Guha, A., & Grewal, D. (2021). How to design an AI marketing strategy. <i>Harvard Business Review</i>, 99(4), 42–47. Ascarza, E., Ross, M., & Hardie, B. G. S. (2021). Why you aren’t getting more from your marketing AI. <i>Harvard Business Review</i>, 99(4), 48–54. Mela, C. F., & Cooper, B. (2021). Don’t buy the wrong marketing tech. <i>Harvard Business Review</i>, 99(4), 54–59. Presentation: Julian Reitner, Tabea Sickert Minutes: Robin Wassermann
Mon 18.10.2021	<p>Guest speaker and discussant:</p> <ul style="list-style-type: none">• <i>Prof. Dr. Anne Gregory, University of Huddersfield, UK.</i> Anne Gregory has joined Huddersfield as a Professor of Corporate Communication after a successful tenure as professor and pro vice chancellor at Leeds Beckett University. She served as president of the Global Alliance for Public Relations and Communication Management (GA) and as president of the Chartered Institute of Public Relations (CIPR) in the UK. Among her key areas of interests are strategic planning and competency development in communications.

	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Gregory, A., & Halff, G. (2020). The damage done by big data-driven public relations. <i>Public Relations Review</i>, 46(2), 101902. Moderation: Pia Widulle, Christine Krakau • Tkalac Verčič, A., & Špoljarić, A. (2020). Managing internal communication: How the choice of channels affects internal communication satisfaction. <i>Public Relations Review</i>, 46(3), 101926 Presentation: S4, S5 Presentation: Anne Fischer, Ann-Kathrin Scheper Minutes: Björn Borchardt
Management: Research on sustainability, legitimacy and corporate performance	
Mon 25.10.2021	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Van Tulder, R., Rodrigues, S. B., Mirza, H., & Sexsmith, K. (2021). The UN's sustainable development goals: Can multinational enterprises lead the decade of action? <i>Journal of International Business Policy</i>, 4(1), 1–21. Presentation: Tim Klute, Johanna Mirea Minutes: Hanna Ahrenberg • Pucker, S. (2021). Overselling sustainability reporting. <i>Harvard Business Review</i>, 99(2), 135–143. Presentation: Lea Rostek Minutes: Hanna Jonas
Mon 01.11.2021	<p>Guest speaker and discussant:</p> <ul style="list-style-type: none"> • <i>Prof. Dr. Sabine Einwiller, University of Vienna, Austria.</i> Sabine Einwiller is Professor for Public Relations Research at the University of Vienna, where she heads the Corporate Communication Research Group. She has been a professor in Mainz and Olten and gained a doctorate and habilitation in St. Gallen. Her main research interests are employee communication, reputation management, CSR, and communication during complaints and in crises. <p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Wolfgruber, D., Stürmer, L., & Einwiller, S. (2021). Talking inclusion into being: communication as a facilitator and obstructor of an inclusive work environment. <i>Personnel Review</i>, 50. Online first: http://www.doi.org/10.1108/PR-01-2021-0013 Moderation: Carolin Siegel, Laura Steglich • Ziegele, D., Kurtze, H., & Zerfass, A. (2021). <i>From reality to virtuality. Moving stakeholder dialogues from face-to-face to online formats</i> (Communication Insights, Issue 12). Leipzig: Academic Society for Management & Communication. Presentation: Eszter Szamado, Carolina Müller Minutes: Gina Flemming
Society: Research on politics, values and public discourse	
Mon 08.11.2021	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Van der Meer, T. G. L. A., & Jonkman, J. G. F. (2021). Politicization of corporations and their environment: Corporations' social license to operate in a polarized and mediatized society. <i>Public Relations Review</i>, 47(1), 101988. Presentation: Larissa Benz, Hannah Kurtze Minutes: Michael Bausch • Gartenberg, C., Prat, A., & Serafim, G. (2019). Corporate purpose and financial performance. <i>Organization Science</i>, 30(1), 1–18. Presentation: Sara Fuchs, Josephine Michl Minutes: Sabrina Doberts

Mon 15.11.2021	<p>Guest speaker and discussant:</p> <ul style="list-style-type: none"> • <i>Prof. Dr. Øyvind Ihlen, University of Oslo, Norway.</i> <p>Øyvind Ihlen is Professor in the Department of Media and Communication at the University of Oslo and co-director of POLKOM, the Center for the Study of Political Communication. He serves the academic community, among others, as regional editor of 'Public Relations Inquiry' and he is a former president of the European Public Relations Education and Research Association (EUPRERA). His research focuses in particular on strategic communication of political issues.</p> <p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Ihlen, Ø., & Raknes, K. (2020). Appeals to 'the public interest': How public relations and lobbying create a social license to operate. <i>Public Relations Review</i>, 46(5), 101976. <p>Moderation: Neele Penelope Zettl, Niklas Feierabend</p> <p>Closing debate and course evaluation</p>
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Contact

Professor Zerfass offers regular consultation hours; please visit <https://bit.ly/StratKomm> to see details.

Course material

The literature for this course will be made available for download on the learning platform Moodle at <https://moodle2.uni-leipzig.de> > Fakultät für Sozialwissenschaften und Philosophie > Institut für Kommunikations- und Medienwissenschaft > Abteilung Communication Management > Wintersemester 2021. The password will be sent to everybody enrolled in the course by the lecturer. Presentation and notes by the students as well as literature for the parallel course "Global Corporate Communications" will also be uploaded there.