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:
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.
**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**

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<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Mon 11.10.2021</td>
<td>Course introduction</td>
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<tr>
<td></td>
<td>Literature to be discussed:</td>
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<tr>
<td></td>
<td>Presentation: S1, S2</td>
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<td>Minutes: S3</td>
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<td>- Harvard Business Review 2021 section on AI &amp; marketing:</td>
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<td></td>
<td>Presentation: S4, S5</td>
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<td>Minutes: S6</td>
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<td>Mon 18.10.2021</td>
<td>Guest speaker and discussant:</td>
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<td>- Prof. Dr. Anne Gregory, University of Huddersfield, UK.</td>
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<td>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.</td>
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### Literature to be discussed:
  
  **Moderation:** S7, S8
  
  **Presentation:** S4, S5
  
  **Minutes:** S11

### Management: Research on sustainability, legitimacy and corporate performance

**Mon 25.10.2021**

**Literature to be discussed:**
  
  **Presentation:** S12, S13
  
  **Minutes:** S14
  
  **Presentation:** S15, S16
  
  **Minutes:** S17

**Mon 01.11.2021**

**Guest speaker and discussant:**
- *Prof. Dr. Sabine Einwiller, University of Vienna, Austria.*

  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.

**Literature to be discussed:**
  
  **Moderation:** S18, S19
  
  **Presentation:** S20
  
  **Minutes:** S21

### Society: Research on politics, values and public discourse

**Mon 08.11.2021**

**Literature to be discussed:**
  
  **Presentation:** S22, S23
  
  **Minutes:** S24
  
  **Presentation:** S25, S26
  
  **Minutes:** S27
<table>
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<tr>
<th>Mon 15.11.2021</th>
<th>Guest speaker and discussant:</th>
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<td></td>
<td>• <strong>Prof. Dr. Øyvind Ihlen, University of Oslo, Norway.</strong> 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. Her 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.</td>
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<td>Literature to be discussed:</td>
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<td>Moderation: S28, S29</td>
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<td>Closing debate and course evaluation</td>
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**Contact**

**Course material**
The literature for this course will be made available for download on the learning platform Moodle at [https://moodle2.uni-leipzig.de](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.