



**ACADEMIC COURSE WINTER SEMESTER 2023/24  
MASTER COMMUNICATION MANAGEMENT, MODULE 06-005-537**

**International Research in Communication Management (V)**

**Prof. Dr. Ansgar Zerfaß**

Monday, 15:15–16.45hrs, Nikolaistr. 27–29, Room 1.01, on the following dates:  
09.10., 16.10., 23.10., 30.10., 07.11., 13.11.2023  
Examination: Portfolio deliverables, due during the course.

**Topic**

The course addresses current debates in international research that are relevant for managing strategic communication. 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 their organizations. Second, they have to assess how those trends impact the communications function of their organization in general or their department specifically – 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 managerial 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 communications practices and research.

This also means that it is helpful to monitor research beyond the existing body of knowledge in the field in adjacent disciplines like information technology, strategic management, marketing, business ethics, political science, and sociology.

**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 when working on case studies 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 that 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.

Three renowned international researchers will join the class virtually as part of the “*Leipzig Lectures in Strategic Communication*” series. The speakers will highlight key insights of their research themselves. One student in charge 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.

In each session, other students prepare minutes of the debate (max. 3–4 pages, bullet point style).

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 minutes (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.

## Format

This course will be taught in the classroom in presence.

## Schedule

<b>Technology: Research on brain-computer interfaces and implementing digital technologies</b>	
Mon 09.10.2023	<p><b>Course introduction</b></p> <p><b>Literature to be discussed:</b></p> <ul style="list-style-type: none"><li>• Farahany, N. A. (2023). Neurotech at work. <i>Harvard Business Review</i>, 102(2), 43–48. <a href="https://hbr.org/2023/03/neurotech-at-work">https://hbr.org/2023/03/neurotech-at-work</a></li><li>• Munavalli, J. R., Sankpal, P. R., Sumathi, A., &amp; Oli, J. M. (2023). Introduction to brain-computer interface. In M. G. Sumithra, R. K. Dhanaraj, M. Milanova, B. Balusamy &amp; C. Venkatesan (Eds.), <i>Brain-computer interface</i> (pp. 1–24). Scrivener. Presentation: Melissa Birkmann, Kim Laura Brückner Minutes: Anja Carstens</li><li>• Mende, M., Noble, S., &amp; Sugar, T. (2023). From homo sapiens to homo superior? Wearable robotics as the platform for transhumanist marketing. <i>Journal of the Academy of Marketing Science</i>, 51(4), 757–766. <a href="https://doi.org/10.1007/s11747-023-00949-z">https://doi.org/10.1007/s11747-023-00949-z</a> Presentation: Miriam Ehrlinspiel, Judith Funke Minutes: Enrico Gerharth</li></ul>
Mon 16.10.2023	<p><b>Guest speaker and discussant (Leipzig Lecture):</b></p> <ul style="list-style-type: none"><li>• <i>Juan Meng, University of Georgia, Athens, GA, USA</i> Juan Meng, Ph.D., is Professor and Head of the Department of Advertising and Public Relations in the College of Journalism and Mass Communication at the University of Georgia, where she founded UGA’s Go Global Choose China study abroad program. She serves on the national advisory board of The Plank Center for Leadership in Public Relations and leads several signature research projects funded by The Plank Center, including the largest global study of PR leadership, Millennial Communication Professionals in the Workplace, the biennial Leadership Report Cards, the biennial North American Communication Monitor, and Women and Leadership in PR. Her research specialization includes leadership, leadership development, diversity and leadership in PR, measurement in PR, and global communication. She has published more than 70 refereed journal articles and three</li></ul>

	<p>books, including “Public Relations Leaders as Sensemakers: A Global Study of Leadership in Public Relations and Communication Management“ and “PR Women with Influence: Breaking through the Ethical and Leadership Challenges“. Meng earned her doctorate from the University of Alabama, Tuscaloosa, AL, holds master degrees from the University of Alabama and Bowling Green State University, and a bachelor’s degree from Fudan University, Shanghai, China.</p> <p><b>Literature to be discussed:</b></p> <ul style="list-style-type: none"> <li>• Meng, J., Kim, S., &amp; Reber, B. (2022). Ethical challenges in an evolving digital communication era: coping resources and ethics trainings in corporate communications. <i>Corporate Communications: An International Journal</i>, 27(3), 581–594. <a href="https://doi.org/10.1108/CCIJ-11-2021-0128">https://doi.org/10.1108/CCIJ-11-2021-0128</a> Moderation: Julia Gulbin</li> <li>• O’Neil, J., Kinsky, E. S., &amp; Ewing, M. E. (2023). Insights from senior communicators: Navigating obstacles, leveraging opportunities, and leading teams to capitalize on data and analytics. <i>Public Relations Review</i>, 49(4), 102362. <a href="https://doi.org/10.1016/j.pubrev.2023.102362">https://doi.org/10.1016/j.pubrev.2023.102362</a>. Presentation: Simona Gulich, Valentin Hausmann Minutes: Tammo Heinemann</li> </ul>
<b>Management: Research on strategy making and frameworks to understand communication impact</b>	
Mon 23.10.2023	<p><b>Literature to be discussed:</b></p> <ul style="list-style-type: none"> <li>• Morton, J. (2023). Strategy making as polyphony: How managers leverage multiple voices in pursuing agility. <i>California Management Review</i>, 65(4), 22–42. <a href="https://doi.org/10.1177/00081256231185881">https://doi.org/10.1177/00081256231185881</a> Presentation: Amelia Heinz, Mirjam Hörl Minutes: Sina Huneke</li> <li>• Christensen, E. (2022). Ideal-practice entanglement: When emergence fails to enrich the deliberate planning model. <i>International Journal of Strategic Communication</i>, 16(4), 539–554. <a href="https://doi.org/10.1080/1553118X.2022.2074300">https://doi.org/10.1080/1553118X.2022.2074300</a> Presentation: Vanessa Huster, Karolin Kelm Minutes: Emily Korsch</li> </ul>
Mon 30.10.2023	<p><b>Guest speaker and discussant (Leipzig Lecture):</b></p> <ul style="list-style-type: none"> <li>• <i>Matthew Goldberg, Yale University, New Haven, CT, USA</i> Matthew Goldberg, Ph.D., is a Research Scientist and Director of Experimental Research at the Yale Program on Climate Change Communication. His research focuses on persuasion, social influence, ideology, and strategic communication. He applies insights from his research to build public understanding and motivation to address climate change and other urgent environmental, social, and political issues. Goldberg is also a cofounder of <i>X and Y Analytics</i>, a research and strategy firm that helps organizations accelerate the diffusion of their innovations and ideas by providing scientific-grade research and consulting on public sentiment, consumer psychology, behavior change, and communication strategy. Goldberg holds a doctorate in basic and applied social psychology from the City University of New York (CUNY) and a bachelor’s degree in psychology from Hofstra University, NY.</li> </ul> <p><b>Literature to be discussed:</b></p> <ul style="list-style-type: none"> <li>• Goldberg, M. H., &amp; Gustafson, A. (2023). A framework for understanding the effects of strategic communication campaigns. <i>International Journal of Strategic Communication</i>, 17(1), 1–20. <a href="https://doi.org/10.1080/1553118X.2022.2137674">https://doi.org/10.1080/1553118X.2022.2137674</a> Moderation: Valentin Leißner</li> <li>• Macnamara, J. (2023). A call for reconfiguring evaluation models, pedagogy, and practice: Beyond reporting media-centric outputs and fake impact scores. <i>Public Relations Review</i>, 49(2), 102311. <a href="https://doi.org/10.1016/j.pubrev.2023.102311">https://doi.org/10.1016/j.pubrev.2023.102311</a>. Presentation: Lisa-Marie Meyer, Annika Müller Minutes: Marie Prien</li> </ul>

<b>Society: Research on demands for transparency and communicating in wicked situations</b>	
Mon 06.11.2023	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> <li>Zhang, X., &amp; Nekmat, E. (2023). Incorporating competition and comparisons into crisis communication: How competing organizations respond to industry crises. <i>Public Relations Review</i>, 49(3), 102324. <a href="https://doi.org/10.1016/j.pubrev.2023.102324">https://doi.org/10.1016/j.pubrev.2023.102324</a>.  Presentation: Antonia R�uth, Moritz Sauer  Minutes: Julian Schick</li> <li>Denner, N., Viererbl, B., &amp; Koch, T. (2023). Effects of repeated corrections of misinformation on organizational trust: More is not always better. <i>International Journal of Strategic Communication</i>, 17(1), 39–53. <a href="https://doi.org/10.1080/1553118X.2022.2135098">https://doi.org/10.1080/1553118X.2022.2135098</a>.  Presentation: Meike Schroeder, Sophie Sieghardt  Minutes: Emma Starke</li> </ul>
Mon 13.11.2023	<p><b>Guest speaker and discussant (Leipzig Lecture):</b>  <i>Luke Capizzo, University of Missouri, Columbia, MO, USA</i></p> <ul style="list-style-type: none"> <li>Luke Capizzo, Ph.D., APR, is an Assistant Professor of Strategic Communication and Public Relations at the Missouri School of Journalism, University of Missouri, Columbia, MO, USA. His research covers social issues management; theory building in activism, DEI, dialogue, and organizational listening; and the communications profession, scholarship, and pedagogy. His peer-reviewed research has been published in multiple journals and has been funded through Arthur W. Page Legacy Scholarships (2020, 2022, and 2023). Prior to graduate studies, Capizzo practiced strategic communication for eight years in a variety of industries, serving in both agency and in-house roles. With Regina Luttrell (Syracuse University), he is the author of two textbooks, “Public Relations Campaigns: An Integrated Approach” and “The PR Agency Handbook”, published by Sage. He holds a B.A. in political theory and constitutional democracy from Michigan State University as well as a M.A. and Ph.D. in communication from the University of Maryland, College Park, USA.</li> </ul> <p><b>Literature to be discussed:</b></p> <ul style="list-style-type: none"> <li>Capizzo, L. (2023). Managing intractability: Wrestling with wicked problems and seeing beyond consensus in public relations. <i>Public Relations Review</i>, 49(1), 102263. <a href="https://doi.org/10.1016/j.pubrev.2022.102263">https://doi.org/10.1016/j.pubrev.2022.102263</a>.  Moderation: Lara Wegmann</li> <li>Searcy, C., Castka, P., Mohr, J., &amp; Fischer, S. (2022). Transformational transparency in supply chains: Leveraging technology to drive radical change. <i>California Management Review</i>, 65(1), 19–43. <a href="https://doi.org/10.1177/00081256221126204">https://doi.org/10.1177/00081256221126204</a>.  Presentation: Franziska Wehr, Elena Wei�  Minutes: Leonie Wei�</li> </ul> <p><b>Closing debate and course evaluation</b></p>

### 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/course/view.php?id=33779>. 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.