

**VT International Marketing- and Communication Management (IM 6/7)****Lecturer**

Prof. Dr. habil. Klaus Kellner, Prof. Dr. Hariet Köstner, Prof. Dr. Manfred Uhl, N.N.

**Module coordinator**

Prof. Dr. Manfred Uhl

**Intended learning outcomes****Part 1 (Corporate Communication)**

Students shall obtain awareness and expertise about the background, character and variety of Corporate Communication instruments. They shall develop understanding of the stakeholder-oriented approach of corporate communication and be able to differentiate between marketing communication and corporate communication. They shall actively develop and apply the instruments of Corporate Communication for a number of cases.

**Part 2 (Business Profiling)**

Students shall acquire the knowledge to use the scientific method of “critical reflection”. They shall use this in order to analyze and evaluate international profile-oriented marketing concepts. Based on this they shall design profile-oriented marketing concepts themselves. They shall discuss the different methods of data collection in an international environment. They shall develop specific research designs due to a company’s requirements.

Additionally students shall acquire skills to prepare and present communication topics in front of their peers.

**Courses**

- Corporate Communication (Prof. Dr. Manfred Uhl, N.N.)
- Business Profiling (Prof. Dr. habil. Klaus Kellner, Prof. Dr. Hariet Köstner, N.N.)

**Content****Part 1: Corporate Communication**

- Principles of Corporate Communication
- Stakeholder Theory
- Issue-Management and Agenda-Setting
- Fields and instruments of corporate communication (internal communication, corporate identity/brand, content marketing, investor relations, press relations, online-communication/social media, crisis communication, corporate social responsibility, sponsoring)

**Part 2: Business Profiling**

- Basics of strategic Business Profiling
- International Marketing Concepts, considering guiding profiles
- Business research in a global environment
- Critical Reflection und comparison of international cases

**Teaching & Learning methods**

- Interactive lecture
- Presentations by students
- Real life cases
- Guest lectures and/or study trip

**Media**

Presentation with projector, flipchart, whiteboard, etc.

**Special Aspects:****Literature****Part 1**

- Bruns, Jürgen: Internationales Marketing, Ludwigshafen 2007
- Jahrman, Fritz, Außenhandel, Herne 2010
- Keegan, Warren J. / Green, Mark C., Global Marketing, 8th edition, Harlow 2014
- Kellner, Klaus: Kommunale Profilierung, Augsburg 2007
- Malhotra, Naresh K. / Birks, David F. / Wills, Peter, Marketing Research – An Applied Approach, 4th edition, Essex 2012
- Meffert, Heribert / Burmann, Christoph, Identitätsorientierte Markenführung und praktische Umsetzung, 2. Aufl., Wiesbaden 2013
- Presentations by lecturer

**Part 2**

- Argenti, Paul A., Corporate Communication, 7th edition, New York 2015
- Cornelissen, Joep, Corporate Communication, 4th edition, London 2014
- Piwinger, Manfred / Zerfaß, Ansgar (Hrsg.), Handbuch Unternehmenskommunikation, 2. Aufl., Wiesbaden 2014
- Riel, Cees van / Fombrun, Charles J., Essentials of Corporate Communication, New York 2006
- Presentation by lecturer

**Course organization**

<b>ECTS-Credits</b>	<b>SWS</b>	<b>Language</b>
12	8	English
<b>Kind of module</b>	<b>Turnus</b>	<b>Duration</b>
Study focus	each winter semester	1 semester
<b>Studyphase:</b> 3 <sup>rd</sup> and 4 <sup>th</sup> study year		
<b>Prerequisite for participation in the Module</b> <b>Prerequisites according to the study and examination regulations</b>		
<ul style="list-style-type: none"> <li>• § 7 study and examination regulations</li> <li>• Successful participation in “Introduction to Marketing-Management”, IM 1</li> </ul>		
<b>Recommended Preparation / Reading</b> Interest in marketing, sales and communication topics as well as marketing research.		
<b>Workload</b> 12 ECTS- x 30 hours: 360 hours combined out of:		
<b>Attendance</b>	<b>Preparation / Homework / Self-study</b>	<b>Time for exercises and group work</b>
90 hours	125 hours	25
<b>Semester project / Presentation</b>	<b>Exam preparation</b>	<b>Exam time</b>
60 hours	60 hours	60 mins.

**Prerequisite and Information for the exam**

- Presentation and written exam of each part
- Final grade as the result of four single grades
- Attendance, and participation; max. two missed classes permissible

**Exam requirements**

Presentation and written exam of each part

**Weighting in the examination**

Final grade: 50% Corporate Communication (25 % presentation, 25 % written exam part 1)  
50% Business Profiling (25 % presentation, 25 % written exam part 2)