



Integrated Business Communication

Dec-Jan 2007/2008

C-MD Interfaculty, Maastricht

Prof. Dr. phil. Claudia Mayer
Communication Studies

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Description of content:

The course gives an overview of the most important aspects of today's business communication from an integrative perspective. First, we shall review major models of integrated communication and the respective theories. We shall then discuss topics such as business culture, internal and external communication, corporate identity, media and networking, sponsoring, business reengineering, and change communication.

Key notes:

- Business Culture
- Internal and external communication
- Theories and models of integrated business communication
- Corporate Identity
- Change Management and communicating change
- How to communicate conflict and crisis
- Going Public: Media and Networking – Public Relations

The course will include an intensive seminar plus workshop given by a guest speaker from the Swiss University of Zurich who is an expert in business communication and crisis communication.

The course is based on lectures and presentations by students on special topics.

Entry requirements:

Profound knowledge of all major media theories and communication theories and models (Maletzke, Habermas, Luhmann, McLuhan), and a basic knowledge of business communication.

Assessment method:

oral presentations/projects 50 %

final written exam 50 %

Plan

<i>No.</i>	<i>Date</i>	<i>Topic</i>
		Introduction What is communication? <ul style="list-style-type: none">• Major elements• Communication competence• Integrated Strategies
		Theories and Models of Business communication
		Internal and External Communication <ul style="list-style-type: none">• Corporate Identity• Case Studies
		Break
		Lecture and Workshop by Dr. Regine Wieder, Zurich <ul style="list-style-type: none">• External Communication: Costumers and Branding• Change Communication• Crisis Communication
		Lecture and Workshop by Dr. Regine Wieder, Zurich <ul style="list-style-type: none">• Crisis Communication• External Communication: The Media
		Summary and Conclusion
		Examination



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Reading List

- Albrecht, Terrance L. and Betsy Wackernagel Bach: Communication in Complex Organizations. A Relational Approach. Harcourt Brace, Orlando, FL 1997 (0-15-500317-8)
- Ahrens, Rupert, Helmut Scherer, Ansgar Zerfaß, ed.: Integriertes Kommunikationsmanagement. Ein Handbuch für Öffentlichkeitsarbeit, Marketing, Personal- und Organisationsentwicklung. Frankfurt/M., IMK 1995 (3-927282-32-4)
- Beger, Rudolf, Hans-Dieter Gärtner, Rainer Mathes: Unternehmenskommunikation. Grundlagen, Strategien, Instrumente. Wiesbaden: Gabler 1989 (3-409-19933-0)
- Birker, Klaus: Betriebliche Kommunikation. Lehr- und Arbeitsbuch für die Fort- und Weiterbildung. Berlin: Cornelsen 2004 (3-589-23700-7)
- Bovée, Courtlan L. and John V. Thill: Business Communication Today. 8th edition. Pearson Prentice Hall 2005 (0-13-196873-4)
- Bruhn, Manfred: Sponsoring. Systematische Planung und integrativer Einsatz. Wiesbaden: Betriebswirtschaftlicher Verlag Th. Gabler, 4th edition 2003 (3-409-43913-7)
- Bruhn, Manfred, H. Dieter Dahlhoff, ed.: Effizientes Kommunikationsmanagement. Konzepte, Beispiele und Erfahrungen aus der integrierten Unternehmenskommunikation. Stuttgart: Schäfer-Poeschel 1993 (3-7910-0721-1)
- Flaskamp, Jan, Klaus Schmidbauer: Kommunikation als Gesamtkunstwerk. Praxisleitfaden für die Umsetzung von integrierter Kommunikation. Berlin: Vistas 2003 (3-89158-360-5)
- Holtz, Shel: Corporate Conversations. A Guide to Crafting Effective and Appropriate Internal Communications. Amacom, New York 2004 (0-8144-0770-6)
- Kunczik, Michael: Public Relations. Konzepte und Theorien. Köln: Böhlau 2002 (3-8252-2277-2)
- Larkin, TJ and Sandar: Communicating Change. How to Win Employee Support for New Business Directions. McGraw-Hill Inc. NYC (0-07-036452-4)
- Lehman, Carol M. and Debbie D. DuFrene: Business Communication. 14th edition. Thomson, South-Western 2005 (0-324-27270-7)
- Mast, Claudia: Unternehmenskommunikation. Ein Leitfaden. Stuttgart: Lucius & Lucius 2002 (3-8252-2308-6)
- Schultz, Don E. and Stanley Tannenbaum, Robert F. Lauterborn: The Marketing Paradigm. Integrated Marketing Communications. NTC Business Books, Lincolnwood, IL 1993 (0-8442-3452-4)