

Module: SL11 Enterprise Communications		
Exam: SL11 Enterprise Communications	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: 4th Semester	Module: Mandatory	Language: German
Responsible lecturer: Prof. Dr. Stefan Krings	Cycle: Summer Term	Registration information:
Lecturer in charge: Prof. Dr. Stefan Krings		
Learning outcomes	<p>After successfully completing the module, students are familiar with basic concepts and instruments of integrated corporate communication and can apply these to food industry issues. This enables them to support the communication of a company purposefully.</p> <p>The students are able</p> <ul style="list-style-type: none"> • to describe the importance of the different fields of application of corporate communications with their specific requirements in the food industry and to refer to theories of communication science research, • to explain key methods, tools and strategies of corporate communications, including audiovisual elements, and to refer to different dialogue groups and situations. • to answer a customer complaint de-escalating and to create an user-friendly text, • to describe steps in the development of a communication strategy and to formulate communication objectives, messages and measures in a situational manner. 	
Form of exam	Module exam: written exam (90 min)	
Form of teaching	<ul style="list-style-type: none"> • Seminaric Lecture 	
Course contents	<ul style="list-style-type: none"> • Central approaches to internal and external enterprise communications - tasks, fields of application, objectives, dialogue groups, communication channels including audiovisual media • Methods and instruments • Corporate identity • Development of a communication strategy • Complaint management • Sustainability Communications • Communication and reputation management in change processes and in crisis 	
Workload	Presence (2 SWS): Preparation and Follow-up: Sum:	45 h 105 h 150 h
Requirements	Basics of Communication from the module G4 (Communication and Advice)	
Literature	Bibliographical references are given themed and task-based in the module.	