Courses in English
Course Description

Department: 14 Tourism

Course title: Communication Management in Tourism

Hours per week (SWS): 2

Number of ECTS credits: 3

Course objective: To introduce students to the theories and basics of corporate communication management. To familiarize students with current issues in managing communications in tourism-related business environments.

Prerequisites: Participants must demonstrate a sound command of spoken and written English (Level B2) in order to give presentations, actively participate in discussions, and prepare a term paper in English.

Recommended reading: A reading list will be distributed at the beginning of the semester.

Teaching methods: Seminar style (lectures, case studies, classroom discussions, student presentations)

Assessment methods: Oral presentation (50%) and term paper (50%)

Language of instruction: English

Name of lecturer: Prof. Dr. Tilman Schröder

Email: tilman.schroeder@hm.edu

Link

Course content: The first half of the semester will be dedicated to discussing the basic conceptual foundations of corporate communications in tourism, as well as relevant communication techniques. During the second half of the semester, students have the opportunity to apply their theoretical knowledge to specific issues of communication management in tourism, e.g. Corporate Identity Management, Corporate Branding, Reputation Management, Internal Communications, Issues Management, Crisis Communication, CSR Communication, Storytelling, Communicating Emotions and Experiences, etc.

Remarks