Vorlesung **„International Public Relations“** (Sommersemester 2025)

Universität Wien, Master & Bachelor Publizistik- und Kommunikationswissenschaft

Unterrichtssprache: Englisch

Dozentin: Prof. Dr. Sabine Einwiller

Ort: Seminarraum 5, Kolingasse 14-16, Erdgeschoss links

Uhrzeit: 11:30 – 13:00

Literaturempfehlungen: 1) Freitag, A. R., & Quesinberry Stokes, A. (2009). Global Public Relations. Routledge. 2) Sriramesh, K., & Verčič, D. (2020). The Global Public Relations Handbook. Theory, Research, and Practice. Routledge. (ausgewählte Beiträge)

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| VL | Termin | Thema |
| 1 | 11.03.25 | Introduction to international PR |
| 2 | 18.03.25 | Framework conditions of international PR (1) |
| 3 | 25.03.25 | Framework conditions of international PR (2) |
| 4 | 01.04.25 | Strategies in international PR |
| 5 | 08.04.25 | Guest lecture: International PR in the non-profit sector- Aleksandra Saša Gorišek, Communications Director International Federation of Red Cross and Red Crescent (IFRC) |
|  |  | *Easter break* |
| 6 | 06.05.25 | International corporate social responsibility communication |
| 7 | 13.05.25 | International crisis communication |
| 8 | 20.05.25 | International employee communication |
| 9 | 27.05.25 | Ethical considerations in international PR |
| 10 | 03.06.25 | Guest lecture (online): Strategic corporate communication as risk management -Christof Ehrhart, EVP Corporate Communications & Governmental Affairs Robert Bosch GmbH |
| 11 | 10.06.25 | Guest lecture: Communication in times of organizational transformation - Michael Preuss, Head of Communications Bayer |
| 12 | 17.06.25 | Guest lecture: Strategic communication at a global energy and chemicals group – Sylvia Shin, SVP Corporate Communications OMV |