



## PLAN OF ENGLISH LECTURES – OFFERED TO OUR JPR-STUDENTS

	Course	Content	Credits	Lecturer
1	<b>Debating Club (mandatory subject) Spring semester</b>	<ul style="list-style-type: none"><li>○ News Analysis (Print, TV, Radio Broadcasting)</li><li>○ This program explains the importance of news and teaches how to use information to improve decision making. Presentations of news and discussion are included.</li></ul>	3 ECTS	Don Kirk
2	<b>International Market Communication and Awareness Workshop Spring semester (mandatory subject)</b>  <b>Main topics with Don Kirk: Dates:</b> Each time: 2pm – 5pm	<p>In this course, participants will gain an understanding of global market communication from a business perspective. You will be introduced to current topics and build upon casebook examples. This course is designed for those planning to pursue a communications degree with an emphasis on international communications, business or related fields.</p> <p>Course Objectives:</p> <ul style="list-style-type: none"><li>- You will enhance your global communication skills.</li><li>- You will develop your analytical skills.</li><li>- You will practice communication.</li></ul>	3 ECTS	Don Kirk
3	<b>Environmental Communication Fall semester</b>	<p>In this course, participants will gain an understanding of environmental communications. You will be introduced to terminology and concepts that relate to the construction of environmental issues. You will study how environmental claims are made and how to manage news about the environment. In addition, you will learn about the use of 'nature/the natural' in</p>	3 ECTS	Don Kirk



		<p>advertising.</p> <p>Course Objectives</p> <p>While each person will acquire something different from this class, three objectives remain constant for everyone:</p> <ol style="list-style-type: none"><li>1.You will <i>develop your understanding</i> of communication and the construction of environmental issues. We gain an understanding of how environmental issues are present in popular culture.</li><li>2.You will <i>enhance your environmental writing skills</i> by learning to independently plan and implement communications around environmental issues</li><li>3.You will <i>enhance your analytical skills for use in</i> the media, publics, politics and environmental issues. This course takes a practical, analytical approach to environmental communications with examples from popular culture, as well as current nature and environmental issues.</li></ol>		
4	<p><b>Executive Decision- Making and Communication</b> Fall semester</p>	<p><b>Executive Decision-Making and Communication</b> teaches best practices in executive communications.</p> <p>I. The Role of the CIO</p> <ul style="list-style-type: none"><li>• Information for decision-making</li><li>• Mastering the ‘new’ channels</li><li>• Knowing the business inside and out</li><li>• Working well in teams</li></ul> <p>II. Executive Tools</p> <ul style="list-style-type: none"><li>• Executive Summary</li><li>• Self Assessment Checklist</li></ul>	3 ECTS	Don Kirk



		<p>III. Case Studies</p> <ul style="list-style-type: none"><li>• Communicating Change</li><li>• Strategic Communications</li><li>• Communicating the Vision</li><li>• Talking to (and with) Employees</li><li>• Overcoming Communication Barriers</li></ul> <p>IV. Tools &amp; Analysis</p> <ul style="list-style-type: none"><li>• Leadership Communication</li><li>• Gaining Influence with Powerful Presentations</li></ul> <p>The focus of this course is communication with a special emphasis on the executive decision-making process</p>		
5	<p><b>Presentation Techniques Spring and Fall semester</b></p>	<p>“Making a good impression” – This lecture teaches how to conduct an interview or how to give a successful lecture. This class trains your debate communication skills in case you are in favor of improving public transportation forms and you like to persuade your listeners of the <i>opposite</i> side: We use numerous of exercises!</p>	3 ECTS	Prof. Dr. R. Janz/N.N.
6	<p><b>Social Competence Fall semester (Mandatory subject)</b></p>	<p>Aim is that the students apply the principles of social competence presented during this course directly into practice by active participation as well as in group work:</p>	2 ECTS	Prof. Dr. Janz



		<ul style="list-style-type: none"><li>○ Intercultural Competence</li><li>○ Techniques of Creativity</li><li>○ Time-Management</li><li>○ SWOT-Analysis</li><li>○ Conflict-Management</li><li>○ Small-Talk and Business Standards</li><li>○ Prejudices, Social Norms and Social Rules</li><li>○ Learn type-Analysis</li><li>○ Conference Management</li><li>○ Communication</li><li>○ Sociology/Psychology</li></ul>		
7	<b>Social Media Communication Spring and Fall semester</b>	<p>In this course the students learn how to use Social media channels to communicate their messages. Aim is to create a blog and increase the visibility of it through comments on external blogs and other techniques, e.g. microblogging.</p> <p>The students will be required to set up and keep the blog for the duration of the module. The blog should contain posts in agreement with the tutor. Posts should broadly be linked to the theme of the Social Media program.</p>	3 ECTS	M.A. Daniel Heinen
8	<b>Marketing Advanced Fall Marketing Intensive Spring (compulsory subject)</b>	<p>Aim is that the students get an intensive introduction into issue-marketing. Thereby the students will discuss innovating marketing-concepts and recent marketing approaches:</p> <ul style="list-style-type: none"><li>○ New Marketing-Types: Guerrilla-, Affiliate- &amp; Viral-Marketing</li><li>○ Design a Marketing Plan</li></ul>	3 ECTS	Prof. Dr. Janz



		<ul style="list-style-type: none"><li>○ Types of Marketing Strategies</li><li>○ Social-Marketing</li><li>○ Market-Research within basics of social sciences</li><li>○ Product-Placement (Direct-Marketing)</li><li>○ Sales Promotion</li><li>○ Sponsoring</li></ul>		
9	<b>Project I – spring Project II – fall (compulsory subject)</b>	<p>The students realize projects for companies, authorities, unions and other institutions. This way they get in touch with the vocational practice and get the chance to socialize with potential employers. Unlike the academic editing the students work more independent. Some examples of these projects are:</p> <ul style="list-style-type: none"><li>○ Revise and optimize the PR-work in companies and associations (profit and non-profit organizations)</li><li>○ Concept and design of web-sites for companies and associations (profit and non-profit organizations)</li><li>○ Design, research, writing and doing the layouts of the PR-flyer for a regional linked transport system</li><li>○ Shooting of advertising films for a mechanical engineering firm</li></ul>	7 ECTS	Lecturer (Prof. Dr. Janz et al.)



10	<b>Project Week (one week during the semester) (compulsory subject) If available....</b>	The students realize projects for companies, authorities, unions and other institutions within five days. In fact, the Project Week is quite similar to the Project II. In spite of less time, the students get the possibility to work term comprehensive and learn to stay in competition with the other teams.	2 ECTS	Lecturers (JPR)
11				
12				
	<b>In addition to the above we offer lectures that address the language and academic needs of students of Journalism and PR (spring and fall)</b>			
13	<b>American Studies</b>  <b>British studies</b>	<b>“American Studies”</b> will examine the central cultural developments, the history and geographical information of America. Focus will be set on cultural stereotypes, the political system, the economy, the media, trade unions and recruitment.  <b>“British Studies”</b> will examine some of the central cultural	3 ECTS	Language Centre



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		developments, history, and geography of the U.K. Special emphasis will be placed on such areas as cultural stereotypes, the political system, the economy, the media, trade unions and recruitment.	3 ECTS	Language Centre
14	<b>Language of meeting (optional subject)</b>	This course attends in international oriented teams. The students will create PR-concepts and campaigns for companies, authorities, unions and other institutions. Rhetorical criticisms.	3 ECTS	Language Centre
15	<b>German as a foreign language (compulsory subject)</b>	Students use the opportunity to learn german as a foreign language.	5 ECTS	Language Centre Mr. Nagel-Syben
16	<b>Empirical Science and Methods Spring and Fall semester</b>	Empirical Methods are used nowadays for all kinds of evidence, which are needed for new communication concepts in public relations as well as in marketing. The students will learn about empirical methods and how to apply them as they start their own project in a team. Their tasks will be to develop and run an own, individual empirical study.	5 ECTS	N.N.
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