

60920 - Public Relations in the European Union

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Allgemeine Informationen	
Modulkürzel oder Nummer	60920
Eindeutige Bezeichnung	PubReltEurUn-01-BM-M
Modulverantwortlich(e)	Dubbert, Mathias (mathias.dubbert@haw-kiel.de)
Lehrperson(en)	Dubbert, Mathias (mathias.dubbert@haw-kiel.de)
Wird angeboten zum	Wintersemester 2025/26
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel im Wintersemester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Ja

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - MMP - Multimedia Production Modulart: Wahlmodul Fachsemester: 3, 4, 5, 6, 7
Studiengang: B.A. - ÖuU - Öffentlichkeitsarbeit und Unternehmenskommunikation Modulart: Wahlmodul Fachsemester: 3, 4, 5, 6, 7
Studiengang: B.Eng. - Ming - Medieneingenieur/-in (PO 2018, V1 + PO 2021, V2) Modulart: Wahlmodul Fachsemester: 3, 4, 5, 6, 7
Studiengang: M.A. - AK - Angewandte Kommunikationswissenschaft Modulart: Wahlmodul Fachsemester: 1, 2, 3
Studiengang: M.A. - MK - Medienkonzeption (SoSe 2018, V1) Modulart: Wahlmodul Fachsemester: 1, 2, 3

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
Upon completion of this module students will be able to understand the basics of the functioning of the Institutions of the European Union and the challenges of communication on EU level. They have had the opportunity to review as well as compare and contrast some of the fundamental topics the European Union is working on by discussing particular case studies as well as looking into the different kind of European communication in the memberstates of the EU with a focus on the impacts on businesses and associations.
By way of case studies, individual students or small groups of students will be able to identify problems, formulate research questions and apply appropriate methods by attending dicussion rounds with experts in Brussels.

The students can present and discuss their approaches and findings regarding the European Union. They can manage to work in international teams and are aware of the need for businesses and associations to work on European topics.

The students are able to reflect critically upon their research by referring to good academic practices and professional standards and discuss that with EU-experts.

Angaben zum Inhalt

Lehrinhalte	In the context of discussions with external experts in Brussels, the knowledge acquired is compared and expanded with the practical work of international communication at the European level.
Literatur	European Commission (2024): The EU - what it is and what it does. Op.europa.eu. https://op.europa.eu/webpub/com/eu-what-it-is/en/ [access: 21.05.2025] Kaeding, M. (2024): Enlargement and the Future of Europe. Springer Cham Korkman, S. (2005): Economic Policy in the European Union. London: Palgrave Macmillan Nedergaard, P. (2007): European Union administration: legitimacy and efficiency. Boston: Nijhoff Kleine, M. (2013): Informal governance in the European Union: how governments make international organizations work. Ithaca: New York Cornell University Press

Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Seminar	4

Arbeitsaufwand

Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
60920 - Projektbezogene Arbeiten	Prüfungsform: Projektbezogene Arbeiten Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja

Sonstiges	
Sonstiges	<p>An excursion to Brussels during the IDW (3.11.-6.11.) is the basis of this seminar. In addition - in consultation with the students -two online-meetings will take place in order to prepare for the excursion and for the examination. Students are responsible for travelling to and from Brussels as well as for their own accommodation and meals. Only a small part of their travel expenses can be reimbursed afterwards. It is recommended to arrive in Brussels on Monday and to leave on Thursday. The appointments with experts in the EU institutions, company representatives and associations will take place during Tuesday morning and Wednesday evening. Further information will be provided after successful registration.</p> <p>A detailed description of the module examination will be announced at the beginning of the semester.</p>