

60920 - Public Relations in the European Union

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General information	
Module Code	60920
Unique Identifier	PubReltEurUn-01-BM-M
Module Leader(s)	Dubbert, Mathias (mathias.dubbert@haw-kiel.de)
Lecturer(s)	Dubbert, Mathias (mathias.dubbert@haw-kiel.de)
Offered in Semester	Wintersemester 2025/26
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel im Wintersemester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	Yes

Curricular relevance (according to examination regulations)
Study Subject: B.A. - MMP - Multimedia Production Module type: Wahlmodul Semester: 3, 4, 5, 6, 7
Study Subject: B.A. - ÖuU - Öffentlichkeitsarbeit und Unternehmenskommunikation Module type: Wahlmodul Semester: 3, 4, 5, 6, 7
Study Subject: B.Eng. - Ming - Medieningenieur/-in (PO 2018, V1 + PO 2021, V2) Module type: Wahlmodul Semester: 3, 4, 5, 6, 7
Study Subject: M.A. - AK - Angewandte Kommunikationswissenschaft Module type: Wahlmodul Semester: 1, 2, 3
Study Subject: M.A. - MK - Medienkonzeption (SoSe 2018, V1) Module type: Wahlmodul Semester: 1, 2, 3

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</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.

Content information

Content	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.
Literature	<p>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]</p> <p>Kaeding, M. (2024): Enlargement and the Future of Europe. Springer Cham</p> <p>Korkman, S. (2005): Economic Policy in the European Union. London: Palgrave Macmillan</p> <p>Nedergaard, P. (2007): European Union administration: legitimacy and efficiency. Boston: Nijhoff</p> <p>Kleine, M. (2013): Informal governance in the European Union: how governments make international organizations work. Ithaca: New York Cornell University Press</p>

Teaching formats of the courses

Teaching format	SWS
Seminar	4

Workload

Number of SWS	4 SWS
Credits	5,00 Credits
Contact hours	48 Hours
Self study	102 Hours

Module Examination

Examination prerequisites according to exam regulations	None
60920 - Projektbezogene Arbeiten	<p>Method of Examination: Projektbezogene Arbeiten</p> <p>Weighting: 100%</p> <p>wird angerechnet gem. § 11 Satz 2 PVO: No</p> <p>Graded: Yes</p>

Miscellaneous	
Miscellaneous	<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>