

Velkomst og introduktion til Strategisk kommunikation i organisationer

Fredag d. 1. september vil vi gerne sige velkommen til tilvalget i *Strategisk kommunikation i organisationer*. Det vil vi gøre ved at præsentere tilvalget for jer.

Selve præsentationen vil finde sted på engelsk (som vil være forelæsnings sproget på tilvalget) – men spørgsmål og kommentarer på dansk er naturligvis velkomne.

Husk, at I altid kan finde information om jeres tilvalg her:

<https://bachelor.au.dk/tilvalg/strategiskkommunikationiorganisationer/>

Efter præsentationen er der mulighed for hyggeligt samvær med dine medstuderende.

Hvornår:

Fredag d. 1. september (14.15 til 16.00)

Hvor:

1482-105 (Nobelauditoriet)

Program:

- 14.15 *Welcome and introduction to the afternoon's programme* (Trine Susanne Johansen)
- 14.20 *Presentation of 'Strategic communication in organizations'* (Trine Susanne Johansen)
- Primary subject areas and learning outcome: what will you know?
 - The courses in relation to the learning outcome: how will you get there?
 - Organisation and teaching team: who will you meet?
- 14.45 *Matching of expectations* (Marianne Grove Ditlevsen)
- Part 1: Your expectations to the supplementary subject, to yourselves, and to each other
- Small discussion exercise where you get the opportunity to reflect on your own – and your fellow students' – expectations in terms of learning outcomes, skills, and qualifications: What do you expect? How would you like to benefit? What can you do to help ensure your individual and collective learning outcome?
- Part 2: Lecturers' expectations
- Brief introduction to the expectations that you will be met with. What are the underlying teaching principles of the supplementary subject?
- 15.45 *Closing remarks and Q&A* (Trine Susanne Johansen)
- 16.00 Informal get-together with refreshments (NB: possibilities for asking additional questions)