

Introduction to the supplementary subject in Strategic communication in organisations

You are invited to join us for an introduction to the supplementary subject “Strategic communication in organisations”.

During the introduction, you will get insights into the scope and focus of the supplementary subject so that you develop an understanding of how topics, themes and courses are connected. In addition, we would like to address and discuss some initial perspectives and assumptions related to strategic communication with you.

We will be serving cake and coffee/tea.

We hope to see you there – and are looking forward to meeting you.

When: Wednesday August 28th, 13.00 – 15.00

Where: Nobelsalen (1485-123).

Programme:

13.00 *Welcome and introduction to the afternoon’s programme* (Trine Susanne Johansen)

13.05 *Talking about strategic communication* (Marianne Grove Ditlevsen & Trine Susanne Johansen)

Joint discussions on communication perspectives and assumptions with the aim to establish an initial starting point for engaging with central topics and themes within strategic communication.

14.15 *Presentation of Supplementary Subject in ‘Strategic communication in organisations’* (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 *Closing remarks & questions* (Trine Susanne Johansen)