**Workshop “International Communication” with Students from Partner Universities**

* The workshop is part of the course “Internal Communication” (Bachelor Media & Communications Consulting”, 4th semester/summer semester – 1.5 ECTS credits).
* The workshop is scheduled from Wednesday to Friday (10 June – 12 June 2015)
* A total of 16 students from partner universities (4 students from 4 partner universities) of the Department of Economics/St. Pölten University of Applied Sciences can take part in the workshop.
* Participation in the workshop is free of charge.
* Participants are responsible for travel arrangements and travel cost.
* Accommodation in St. Pölten is provided for.
* Lecturer: Mr Helmut Stögerer
* Contents/Schedule
  + Wednesday: Presentations in English given by students of our Department   
    (6 course units)
    1. Aims and Tasks of “Internal Communication”
    2. Instruments of “Internal Communication”
    3. Employer Branding
    4. Special fields (field staff, part-time staff, voluntary staff, …)
    5. Change Communication
    6. Informal Communication/Rumours
  + Thursday: Workshop, drafting a concept in small groups (4 course units)
  + Friday: Workshop, drafting a concept in small groups (4 course units), the output being assessed by a jury. The best group presents their concept (1 course unit).
* An evening programme is organized (costs have to be covered by the participants).

Academic contact: FH-Prof. Mag. Helmut Kammerzelt, [helmut.kammerzelt@fhstp.ac.at](mailto:helmut.kammerzelt@fhstp.ac.at)

Organisational contact: Ms Claudia Grötzl, International Office (tel. +43 2742 313 228 276; [claudia.groetzl@fhstp.ac.at](mailto:claudia.groetzl@fhstp.ac.at))

**Registration by 20 February 2015** via e-mail to [claudia.groetzl@fhstp.ac.at](mailto:claudia.groetzl@fhstp.ac.at).