



Seminar 3594

Seminar in Corporate Social Responsibility – The Role and Function of Communication

Spring Term 2017

(Time: Tuesday, 8:00h to 12:00h, Location: Seminar-Room UNK-E-2)

	Date	Theme	Contributor
1	28.02.17	Introduction into the Field of CSR and CSR communication: The Implications of Globalization and the Network Society	Hannah Trittin
2		Agenda and How to conduct a good seminar presentation	Hannah Trittin
3	07.03.17	Case study	Class discussion
4		Guest speaker	TBD
5	14.03.17	Theoretical foundation: Corporate Social Responsibility (CSR)	
6		Theoretical perspectives on CSR communication	
7	21.03.17	How to write a good seminar paper/ Discussion of seminar paper topics	Hannah Trittin / Class discussion
8		External CSR Communication: Stakeholder Dialog and Legitimacy	
9	28.03.17	Guest Speaker	TBD
10		External CSR Communication: Corporate Reporting and Transparency	
11	04.04.17	The Role and Function of Social Media in CSR Communication	
12		The Organization of CSR Communication	
13	11.04.17	Internal CSR Communication: Identity and Control	
14		Seminar Summary and Open Questions	Hannah Trittin