

# Course Outline

Virtual Exchange Spring Semester 2026

## Business Communication 3

**Number of ECTS-Credits: 5 ECTS**

**Format of the course: Online course**

- ☐ synchronous online course (FIX timeslots)
- ☐ asynchronous online course (NO fix timeslots)
- ☒ mix of synchronous and asynchronous online course
- ☐ synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- ☐ asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- ☐ mix of synchronous and asynchronous hybrid course
- ☐ other, namely:

**Number of Students accepted**

- ☒ Total number of students is limited to 35 students
- ☐ Total number of students is unlimited
- ☐ Total number of virtual exchange students is limited to
- ☐ Total number of virtual exchange students is unlimited

**Responsible lecturers:**

- **Jacqueline Vitacco, University of Applied Sciences and Arts Northwestern Switzerland,**  
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- **Dr. Christine Jacob, University of Applied Sciences and Arts Northwestern Switzerland,**  
[christine.jacob@fhnw.ch](mailto:christine.jacob@fhnw.ch)

**Link to lecturer's profile at FHNW:**



[Jacqueline Vitacco](#)



[Christine Jacob](#)

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## 1. Course content

1. This module provides an introduction into the concepts, tasks and organisation of the professional field of PR and Media and offers insights into how companies communicate with major stakeholders and markets online and offline (corporate & marketing communication).

## 2. Learning objectives

Students should have the following competencies after completing this course:

### Knowledge and understanding

- Students understand concepts, tasks and organization of PR, relate it to the organisation (and differentiate from other related functions) and external stakeholders
- Students understand how to identify their audiences, formulate their key messages and strategically define their channel mix.
- Students understand the concepts of usability, readability, findability and utility of online content.

### Application of Knowledge and Understanding

- Students understand, apply, deliver Communication Plans
- Students recognize key PR tasks and deliver basic approach solutions
- Students apply a customer-oriented and user-centered approach towards development of online content
- Students apply typical user research methods, conduct a remote usability test
- Students write online-optimized copy targeted to a specific customer segment
- Students define a customer/user point of view, formulate value propositions
- Students can plan, conduct and draw conclusions from a remote usability test

### Ability to make judgements

- Students manage tasks and events which belong within operative area of PR (dealing with media, event management, crisis management, media relations, print/electronic media)
- Students predict how users will interact with online content
- Students know how to identify and respond to customer/user information needs

### Communication

- Students create a comprehensive communication plan
- Students create content tailored for online markets, channels, search and personalization engines

## 3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- There are no further formal entry requirements for this course.

## 4. Course structure and dates

This course is an online course, and consists of synchronous and asynchronous lectures, guided self-study, individual and group work and other ways of exchanging information via email and/or other communication media.

Online lectures will be held on Microsoft Teams. **The course runs on Thursdays from 17:30 to 21:15 (CET) ([calculate your local time](#)).**

The course structure and format are as follows (minor adjustments exempt):

Date	Time	Topic	Lecturer	Platform
tbd	17:30 - 21:15 CET	Communications Basics & How to Create a Communications Plan	C. Jacob	MS Teams
	17:30 - 21:15 CET	Communications Basics & How to Create a Communications Plan	C. Jacob	MS Teams
	17:30 - 21:15 CET	Communications Basics & How to Create a Communications Plan	C. Jacob	MS Teams
	17:30 - 21:15 CET	Communications Basics & How to Create a Communications Plan	C. Jacob	MS Teams
	17:30 - 21:15 CET	Communications Basics & How to Create a Communications Plan	C. Jacob	MS Teams
	17:30 - 21:15 CET	Communications Basics & How to Create a Communications Plan	C. Jacob	MS Teams
	17:30 - 21:15 CET	Marketing Communications & How to create online content	J. Vitacco	MS Teams
	17:30 - 21:15 CET	Marketing Communications & How to create online content	J. Vitacco	MS Teams
	17:30 - 21:15 CET	Marketing Communications & How to create online content	J. Vitacco	MS Teams
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	17:30 - 21:15 CET	Marketing Communications & How to create online content	J. Vitacco	MS Teams

## 5. Assessment

- ☒ Assessment with (online)presentation, report, groupwork, test etc. during semester
- ☐ Final written test on campus can be replaced for remote students with an additional assignment
- ☐ Final written test on campus can be replaced for remote students with oral testing

As participation in this course requires a strong sense of commitment and group loyalty in order to obtain the full benefit, being present and taking an active part in the course will contribute to achieving a good grade. Absence and freeriding will lead to an insufficient grade and not passing the course.

Assessment: 100% end-of-module assignments (no exam): Part 1: communication plan, Part 2: prototype, usability report and business blog.

## 6. Literature

All study material can be accessed upon course enrolment.

## 7. Grading

☐ Pass-fail

☒ According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to [io.business@fhnw.ch](mailto:io.business@fhnw.ch) in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.