

Centre for Culture, Media & Governance

Jamia Millia Islamia

New Delhi



CCMG INVITED VIDEO CONFERENCE LECTURE ON

Strategic Communication: Theory and Practice

Prof. Jesper Falkheimer

Lund University, Sweden



I combine work in University management with research in strategic communication. I was appointed as Chair Professor in Strategic Communication in 2012 and since 2011 am Rector for Campus Helsingborg, Lund University. During 2009-2011, I was Head of the School of Arts and Communication (K3) at Malmö University. My interest concerns strategic communication (the intersecting fields of public relations, marketing communication and organizational communication) and journalism. Previous research projects have concerned both media studies and strategic communication (news management, media representations, communication strategies and campaigns, crisis and conflict communication, press ethics and organizational communication).

Invited as a visiting scholar at Media Research Institute, Stirling University, Scotland in 2006, I have lectured at universities in Denmark, China, India, Austria, U.K. Canada, Iran, Slovenia, Croatia, Russia, Norway and Holland) as well as at associations and national and global corporations.

In addition to my academic work I, since several years have consulted organizations in communication management matters, work with commissioned executive education (as Program Director for Communication Executives Program) at IFL/Stockholm School of Economics/Swedish Public Relations Association and do some freelance writing.

EVENT DETAILS

Venue: CCMG Network Governance Lab

Date: Tuesday, 08 November, 2016

Time: 5:30 pm

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