



Press Information

Several countries – one strategy?

„International PR“ at the HdM Stuttgart prepared communicators for globalization

Stuttgart (Germany), June 29, 2016 – How do you develop campaigns for international communication? Students at the Hochschule der Medien (Stuttgart Media University) received comprehensive insights by Oliver Frederik Hahr and faced the complex challenges of companies operating worldwide.

International PR is not only an issue for large corporations. This we owe to the increasing globalization. "Many mid-sized hidden champions are facing worldwide competition today", says Adrian Schrotten studying Advertising and Market Communication in the 7th semester at the Media University. "To be able to compete in foreign countries, market-specific and cultural aspects must be taken into account in communication. The question is: How?"

The process of internationalization presents great challenges to many companies, Oliver Hahr can confirm from his own consultant activities. As head of the Stuttgart public relations agency "oha communication", he has already successfully supported companies such as Trumpf, Schott and Ensinger in international PR projects. He enjoyed passing on his many years of practical experience to students as a lecturer at universities such as the Media University.

"To me it is important to prepare young communicators for the practice in companies," says Oliver Hahr. "Businesses in the mid-sized sector as potential employers often have the same exciting challenges as large corporations, but due to limited resources they need different concepts. PR and content strategies are to be weighted higher in the international communication mix. Integrated approaches as trained by the students here reflect that."

In the lecture held in English, the students especially dealt with the development of communication strategies in an international environment: How can I as a public relations manager get informed about foreign countries, cultures and media? How much do I have to differentiate for effective

communication, what can I standardize? The 12 students dealt with these and other questions during this semester.

As a final paper, the students developed communication concepts in small groups for a small business of their choice targeting several target markets each. Thereby, the newly learned methods could be applied and internalized directly in practice. At the end of the event, the teams presented their individual concepts and creative ideas in a fictional pitch situation to Mr. Hahr and the fellow students.

2.557 characters (incl. blanks), 377 words.



Photo: Oliver Frederik Hahr and students of the module „International PR“ at the Hochschule der Medien, Stuttgart. Source: oha communication

Photo in high resolution: Download ZIP or via press.info@oha-communication.com

The Hochschule der Medien (Stuttgart Media University) is a public university (responsible body: State of Baden-Württemberg) and forms specialists around the media. Since 1 September 2001, it brings together the expertise of the former College of Printing and Media (HDM) – a traditional training center for printing and media technology – and the School of Library and Information Science (HBI). The university covers all sections of the media – from print to the Internet, from the design to business, from library science to advertising, content for media to packaging technology, from computer science to Information Science to publishing and electronic media. About 20 accredited bachelor's and master's degree programs reflect this content. Around 4,500 students are currently enrolled at the university. For more information, see www.hdm-stuttgart.de.

oha communication is a consultancy for international PR. The team helps highly specialized companies in technology, design and healthcare in designing their communication more effectively – as a trailblazer in the process of internationalization. The services include profile development, strategic and country-specific PR advisory as well as the coordination and implementation of activities that meet communicative challenges with courage and creative ideas. oha communication, part of the international agency network Comvort, was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany. For more information, see www.oha-communication.com.

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