

Title **Business Communication in the Creative Industries**

Classroom ☒
 Studio or workshop ☐
 External venue ☐
 Online ☐

Codes **M-DM-103-2**

Host **MOME Future School**

	Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Basic info	Practice	5	12x2=24	75-24=51	seminar/lecture	2025 fall	Social sciences and communication I.

Recommendation	<i>This course is ideal for students who want to improve their business communication skills, both written and oral. It is well-suited for anyone looking to build confidence and clarity in business presentations and collaborative environments.</i>
Short description	<i>During this interactive course, we will explore various business situations by creating a communication strategy for a fictive business of your choice. Students will work in pairs to create a marketing brief and a detailed communication plan. We will discuss the regulatory environment for online communication and advertisement, a proposal for funding and a pitch presentation for a fictive funding opportunity. We aim to improve both written and oral presentation skills from a business perspective and to provide opportunities to learn to give constructive and valuable feedback on others' work. We also intend to foster a collaborative environment with lively discussions during class. Thus, active class participation, comments, and questions will be 10% of the final grade.</i>

Teachers		Contact	Bio	Office hours
	Karola Xenia Kassai	karola.kassai@kassailaw.com	Karola is an innovation & technology lawyer, tech investor, and entrepreneur who is passionate about challenging the legal industry and reshaping the way we think about lawyers and the way lawyers think. She founded KassaiLaw in 2012. She is also a regular mentor, speaker, and moderator at events within the EU-wide startup ecosystem, as well as lecturing in entrepreneurship at universities in Sweden and Hungary.	by email appointment

Semester schedule	<table> <tr> <th>Course scheduling</th><th>Class appointments</th></tr> <tr> <td>Weekly, 2x40 minutes</td><td>Wednesday, 15.10-16.30</td></tr> </table>	Course scheduling	Class appointments	Weekly, 2x40 minutes	Wednesday, 15.10-16.30
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#	Date	Educational content
1	03.09.2025	Introduction: Practical information. Brand communication in the business world (basics, strategies, examples, including employer branding)
2	10.09.2025	Researching your competition, understanding your market. The definition and importance of competitor research.
3	17.09.2025	The role of art in society (ethics, social issues, regulations)
4	24.09.2025	Intellectual property. IP rights in applied arts. Trademarks, registering a trademark. AI and IP rights.
5	01.10.2025	Communication in the digital world: creating a communication plan, advertising, tone etc.
6	08.10.2025	Communication in the digital world 2.: AI and social media. Communication strategy, content strategy, campaign strategies.
7	22.10.2025	Funding journey, researching funding opportunities (in light of communication)
8	29.10.2025	Networking and pitching skills.
9	05.11.2025	Communication plan - presentation by the students
10	12.11.2025	Evaluation aspects, providing feedback, negotiation skills
11	19.11.2025	Pitch training (board - pitching roles)
12	26.11.2025	Pitch training (board - pitching roles) (Related assignment: pitch deck)

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	Class presence and activity	Regular presence in class sessions, active participation in discussions, asking relevant questions	ongoing	10%
	Written assignments (competition analysis, communication plan, pitch deck)	Clear understanding of topic, clean layout, appropriate use of visuals, grammar, vocabulary, and tone appropriate for business context	Competition analysis: 01.10 Communication plan: 22.11 Pitch deck: 05.12	15% 15% 15%
	Oral presentation of a fictive funding pitch	Clear explanation of idea and value proposition, logical sequence, effective use of time, convincing argument tailored to an investor audience	19.11 & 26.11	25%
	Evaluation of peers' work	Demonstrates understanding of quality criteria and business context, provides both positive feedback and areas for improvement	19.11 & 26.11	20%

Compulsory readings

1. Blazkova, H. (2021): Telling Tales of Professional Competence: Narrative in 60-Second Business Networking Speeches. *Journal of Business Communication*, 48(4), 446-463
2. Getchell, K. M., Carradini, S., Cardon, P. W., Fleischmann, C., Ma, H., Aritz, J., & Stapp, J. (2022). Artificial Intelligence in Business Communication: The Changing Landscape of Research and Teaching. *Business and Professional Communication Quarterly*, 85(1), 7-33.

Recommended readings

1. Bill Birchard: The Science of Strong Business Writing <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Learnings	Knowledge	During the course, students will learn how to research and analyse competition, how to create a communication plan and how to write, present and evaluate a funding pitch.
	Skills	The course aims to improve written and oral presentation, business research and professional feedback skills, effective collaboration, assertive communication and critical thinking.
	Attitude	The course intends to foster a collaborative and interactive environment. Students will work in pairs and present their work to their peers and to the class, who must provide substantial feedback.
	Responsibility	Students will work in pairs and will be responsible on distributing the tasks and workload within the team. They will acquire new communication and collaboration skills through realistic assignments and simulated business situations.

Exemption

- ☒ Exemption from attending and completing the course cannot be granted,
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be replaced by other activities,
☐ A full exemption can be granted

Curriculum link	Subject	Related courses (parallels)	Merit rate in the subject
	Social sciences and communication I.	Business communication in the creative industries	50%
		Sociology of art and design	50%
	Course prerequisites	Prerequisites in case of elective	Is it available as an elective?
	to be completed with M-DM-103-1	-	No.