

Markus Drowatzky
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Personal data

Birth date

Nationality German

Work Experience

- | | | |
|---------|-----------|---|
| 12/2017 | - today | Referent of the Rector
Hochschule Mittweida, University of Applied Sciences Mittweida
Main tasks: <ul style="list-style-type: none">▶ Head of University Communication, University of Applied Sciences Mittweida▶ Managing Director of the University Council, University of Applied Sciences Mittweida▶ Deputy Chairman of the support group, University of Applied Sciences Mittweida |
| 10/2016 | - 12/2017 | Event- and Projektmanager
Hochschule Mittweida, University of Applied Sciences Mittweida |
| 03/2015 | - 10/2016 | Junior Consultant/Account Executive
Ketchum Pleon GmbH, Dresden
Main tasks: <ul style="list-style-type: none">▶ Campaigning,▶ Brand Management (strategic brand management)▶ Public Relations (PR)▶ Development and implementation of Corporate Communication Strategies |
| 09/2013 | - 02/2015 | Trainee Corporate Communications
Ketchum Pleon GmbH |
| 03/2011 | - 07/2011 | Intern Online Editorial Office
Computer Bild Online |

Axel Springer AG in Hamburg

08/ - 09/ **Intern Editorial Office**
2010 2010 „Discover Middle East Magazine“ in Dubai

Education

09/ - 2020 **Doctorate from the Babeş-Bolyai-University in Cluj-Napoca, Romania**
2017 Topic of the Thesis: Integrated Communication for Universities? A
Comparison with the Integrated Communication of Companies
Coordinator: Prof. Dr. Călin Rus

09/ - 08/ **Master's Degree**
2011 2013 „Information and Communication Science“ at the University of Applied
Sciences Mittweida (FH)
Final Grade: 1,7

09/ - 08/ **Bachelor's Degree**
2008 2011 „Media Technology“ at the University of Applied Sciences Mittweida
(FH)
Final Grade: 1,9

08/ - 08/ **High School Degree**
2000 2008 Humboldt- Gymnasium Radeberg

Publications and conferences

07/ **Scientific Article**
2020 Drowatzky, M. (2020). Integrated communication - theoretical construct or
practical approach in Journal of Media Research, Vol. 13, Issue 2(37),
2020.

05/ **Conference**
2020 Drowatzky, M. (2020). Integrierte Kommunikation an deutschen
Hochschulen – eine Bestandsaufnahme. International Students'
Conference on Communication. 28./29.05.2020 in Cluj-Napoca.

09/ **Conference**
2019 Drowatzky, M. (2019). Integrierte Kommunikation – theoretisches
Konstrukt oder praktische Handlungsempfehlung. PR-Trend (international
conference). 20./21.09.2019 in Cluj-Napoca.