

Burghardt Tenderich, Ph.D.

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ACADEMIC AND INDUSTRY POSITIONS

2010 - current: Professor and Associate Director of the USC Center for Public Relations, University of Southern California Annenberg School for Communication and Journalism

Areas of research and/or teaching include: strategic communications; media entrepreneurship and economic literacy; ethics in public relations; social media and new media; transmedia branding; Global Communication Report

2008 - 2010: Executive Director, University of California Berkeley Center for Entrepreneurship & Technology, College of Engineering

2004 - 2007: General Manager North America, Bite Communications, San Francisco, CA

2003 - 2004: Vice President Public Relations, Siebel Systems. Inc., San Mateo, CA

1995 - 2003: SVP & Partner, Applied Communications Corp., San Francisco, CA

RECENT PUBLICATIONS

- Tenderich, B., Williams, J. (2015) *Transmedia Branding*, USC Annenberg Press, Los Angeles, eISBN: 9781625179067
- Tenderich, B. (2015). "Overcoming an identity crisis: transmedia branding and the re-invention of public relations," *International Public Relations Association Thought Leadership series*.
- Tenderich, B. (2015). "Why Study Public Relations?" *Public Relations and Social Media for the Curious*, 1st edition, ISBN: 978-1-925128-20-8, chapter 5
- Tenderich, B. (2014) *Transmedia Branding*, European Institute for Media Optimization, Nierstein, ISBN: 978-3-9816332
- Tenderich, B. (2014) "Storytelling für Märkte - Transmedia Branding," in: Herbst, Dieter-Georg. *Storytelling*. Konstanz, München, 3rd edition, ISBN: 978-3-86764-439-6, ISSN 1863-8988
- Tenderich, B. (2013) "The Case for a Master's in Business Communications," in: *The Holmes Report*, November 18, 2013
- Thorson, K., Tenderich, B., Swerling, J. (2012) "Predicting Digital and Social Media Adoption Based on Organizational and Practitioner Characteristics" AEJMC conference paper
- Thorson, K., Swerling, J., Tenderich, B. (2012) "Re-imagining Public Relations Curriculum in a Time of Rapid Change" AEJMC conference paper

RECENT PRESENTATIONS

- Universität der Künste Berlin, Germany, lecture “Transmedia Branding,” June 15 2015
- International Association of Business Communicators Silicon Valley Panel Discussion, (San Francisco, March 25), Panel Moderator “Content is King.”
- South by Southwest, (SXSW) Austin, Texas 2014). Panel Moderator “Marketing Ethics in the Era of Openness.”
- Danish Technical University, Open House Lecture Series, Copenhagen, Denmark, January 2014. Keynote Speaker “Transmedia Storytelling and Branding: Mapping New Territory.”
- Lugano University’s 14th EMScom Excellence-in-communications Lecture, Zurich, Switzerland, April 2013. Keynote Speaker “Transmedia Storytelling and Branding: Mapping New Territory.”
- European Institute for Media Optimization, Mercantale (Tuscany), Italy. Workshop leader “Transmedia Branding.”
- Kenneth Owler Smith Symposium, USC Annenberg School for Communication and Journalism, Los Angeles, April 2012. Co-Presenter “Generally Accepted Practices for Public Relations.”
- Stanford University Innovation Journalism IJ-8 Academic, Stanford, CA, May 2013. Speaker “Marketing and Public Relations, RIP”

TEACHING EXPERIENCE AT USC ANNENBERG

- ASCJ-420 Annenberg Collaboratory (Maymester)
- PR 429: Business and Economic Foundations of Public Relations
- PR 450: Advanced Strategic Public Relations
- PR 491: Transmedia, New Media and Strategic PR/Communication
- PR 504: Strategic Public Relations Research, Evaluation and Insights
- PR 508: Introduction to Strategic Public Relations
- PR 510: Legal, Ethical and Social Foundations of Strategic Public Relations
- PR 529: Business and Economic Foundations of Public Relations
- PR 599: Media Entrepreneurship
- PR 599: Strategic Public Engagement
- PR 563: Principles of Public Relations

EXECUTIVE EDUCATION FACULTY ASSIGNMENTS

- University of California at Berkeley, Center for Entrepreneurship and Technology
- Danish Technical University, Executive School of Business, Executive MBA
- University of Sydney, Global Executive MBA study program at Stanford University
- University of Oslo, Norway, Gründerskolen entrepreneurial studies at UC Berkeley
- University of Lugano, Switzerland, Executive Master of Science in Communications Management

EDUCATION

1995: Doctor of Philosophy, Bonn University, Germany, Institute for Economic Geography

- Dissertation: “The Competitiveness of the International Software Industry in a Global Economic System” (German language)

1991: Master’s Degree in Economic Geography, Bonn University

- Thesis: “Location Analysis of US Subsidiaries of Microelectronics Manufacturers in Europe” (German language); Minors: Political Science, Economic History