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**Abstract**

This article focuses on the role of communications in modern universities. It also introduces the reader to some of the challenges related to key university communication areas with some practical advice. The article stresses the strategic role of communications as the most important asset for senior management teams in managing and developing the reputation or the brand of a university. The author applies parts of economics and business theory to strategic communications in the belief that all non-core activities must produce added value to a university. In the practical section issues like media relations, internal communications, recruitment, web and social media, magazines and alumni relations are addressed. Balancing these elements, measuring the communications outputs and being alert to possible risks if a crisis occurs, the university should be able to turn its reputation into a unique competitive advantage. Perhaps even as a contribution to improve the world? (HRK / Abstract übernommen)