

Course: Master Graduation Project

credits: 30

Course code	LCVM20MIC13
Name	Master Graduation Project
Study year	2021-2022
ECTS credits	30
Language	English
Coordinator	R. Fang

Modes of delivery	International graduation project Supervision
Assessments	Master Graduation Project - Other assessment

Learning outcomes

- PLO A1:** Advises on the development of international communication strategy to communicate values, directions and priorities, demonstrates intercultural sensitivity and takes the international context of the organization and the interests of international stakeholders into account.
- PLO A2:** Shows a high level of intercultural sensitivity to local and global diversity, by demonstrating appropriate facilitation skills to engage and interact with diverse and multiple stakeholders.
- PLO B3:** Designs, conducts and critically reviews (online) communication research to underpin communication strategies and tactics, as part of strategic decision making and with relevance to professional practice.
- PLO B4:** Employs the use of (social) media analytics and metrics in the measurement of data and translates data into actionable insights to improve communication outcomes.
- PLO C5:** Analyses complex communication problems and identifies opportunities to design strategies and core content.
- PLO C6:** Proposes innovative solutions and original ideas to improve communication outcomes, by integrating different perspectives and by using the future.
- PLO D7:** Aligns communication strategy and planning with organizational values and purpose, sets clear communication objectives, and uses written and visual language to communicate effectively across media channels.
- PLO D8:** Synthesizes complex concepts and behavioral insights, converts these to (brand) narratives, and advises on the use of (brand) narratives to facilitate communication with stakeholders.
- PLO E9:** Demonstrates continuous learning and improvement independently and with others, by reflecting on professional behavior and professional goals.
- PLO E10:** Reflects purposefully on leadership, cultural values and ethics of self and others in line with professional and societal expectations.

Content

In this 30 ECs semester (year 2, block 1 and block 2) you will demonstrate your MIC competences as International Communication Consultant. Your specific professional role is self-chosen and you will take a pro-active attitude in acquiring your international graduation project. Your project is international communication problem based and requires a strategic solution for involved stakeholder(s). The preparation phase of the graduation project starts in block 1.3 of year 1 and consists of client acquisition, topic approval and research project proposal. After the approval of your graduation topic, you will independently work on your proposal. Students must achieve at least 45 ECs from year 1 and receive a 'GO' on research project proposal in order to commence the execution (main) phase of the graduation period that starts in September in year 2. You are supported with professional guidance and coaching.

The Master Graduation Project in international communication allows a student to become an expert in the area of his/her personal or career interests as a communication professional. The Master Graduation Project builds on all knowledge gained during the previous semesters. The student his/her consultancy-based graduation project under academic supervision, either as part of an in-company internship or in close cooperation with an organization (i.e. an established profit or not for profit organization whose functions include communication in an international and/or intercultural setting).

The final assessment is a graduation portfolio and criterion-based interview.

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Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT