Course: Communication- and Research Theory 1   credits: 5

Course code	ICVB15CPD2	**Modes of delivery**	Lecture
Name	Communication- and Research Theory 1		Tutorial
Study year	2022-2023	**Assessments**	Communication- and Research Theory 1 -
ECTS credits	5		Computer, organised by STAD examinations
Language	English		
Coordinator	N.E. Smit		

Learning outcomes

Content

In the conceptual line communication theories and research skills from year 1 are deepened and broadened. Theories related to campaign development are offered. The student learns to select relevant theories. At the same time students study and learn to apply the first two phases of design research (orientation and analysis) with the aim of designing a campaign.

Competences	Programme learning outcomes (PLO) at level 2 Junior professionals:	Test for which the PLO applies
1. **Context & strategy**	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Not Applicable (N/A)
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.		N/A
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	Communication and Research Theory 1
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	Communication and Research Theory 1	
1. Account for communication interventions based on knowledge, theory and research insights.	Communication and Research Theory 1	
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	N/A

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group. — N/A

1. Create relevant content tailored to the concept and the organisation's goals. — N/A

1. **Planning & organisation**
   1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets. — N/A

1. **Persuasion & commitment**
   1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy. — N/A

1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment. — N/A

1. **Connection & facilitation**
   1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information. — N/A

1. Recognise opportunities, develop initiatives and dare to experiment. — N/A

Included in programme(s)

International Communication Exchange Minor The Campaign International Communication

School(s)

School of Communication, Media & IT