# Hanze University of Applied Sciences Groningen

## Course: Communication- and Media Theory 3      credits: 5

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| **Course code** | ICVB15CPI2 | **Modes of delivery** | Lecture |
| **Name** | Communication- and Media Theory 3 | | Tutorial |
| **Study year** | 2022-2023 | **Assessments** | Communication- and Media Theory 3 - |
| **ECTS credits** | 5 | | Computer, organised by STAD examinations |
| **Language** | English | | |
| **Coordinator** | S. Veldstra | | |

## Learning outcomes

| Competences | Programme learning outcomes (PLO) at level 2 Junior professionals: | Test for which the PLO applies |
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| 1. **Context & strategy** | 1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy. | **Communication and Media Theory 3** |
| 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. | Not Applicable (N/A) | |
| 1. **Target group & behaviour** | 1. Conduct applied research in a methodological way and use suitable research methods. | N/A |
| 1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group. | N/A | |
| 1. Account for communication interventions based on knowledge, theory and research insights. | **Communication and Media Theory 3** | |
| 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 |

## Content

In the project students will create a communication campaign on the basis of the research they did in the previous block. To create this communication campaign and different media products theories are needed about campaigns and the creation of media products.

Communication theory is about different topics related to creating a communication campaign. In the lectures and seminars topics such as integrated marketing communications, influencing strategies, customer journey, objectives, budget, content and media strategies, testing and measuring, GDPR and ethics are discussed.

Media theory addresses the role played by the visual elements in any type of media-related communication, from photography to time-based media. The student will pay attention to the composition of images, the colours used, the contrast, the point of view, the typographic choice and many other characteristics, with a critical eye on the immediate meaning (denotation) and additional meanings (connotations) that might occur. Since most communication activities are nowadays implemented in an online and digital environment, the student is also asked to consider the impact of the web design best practices and ultimately the usability of the (visual) products.

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| 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. | **Communication and Media Theory 3** |
| 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