

## Course: Public Affairs

credits: 5

<b>Course code</b>	ICVB20THY4	<b>Modes of delivery</b>	Assignment
<b>Name</b>	Public Affairs		Tutorial
<b>Study year</b>	2022-2023	<b>Assessments</b>	Public Affairs - Other assessment
<b>ECTS credits</b>	5		
<b>Language</b>	English		
<b>Coordinator</b>	S. Veldstra		

### Learning outcomes

#### Competences

#### Programme learning outcomes Junior professionals:

##### 1. Context & strategy

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.

##### 1. Target group & behaviour

1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

1. Account for communication

#### Programme learning outcomes Junior professionals:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.

**Monitor** recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.

1. Conduct applied research in a methodological way and use suitable research methods.

**Evaluate** the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.

**Assess** insights from knowledge and theory

#### Level 3 (final project phase)

**Analyse** relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.

N/A

Conduct research in a methodological way, use suitable research methods and **evaluate** the research.

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N/A

### Content

The Y4 Public Affairs Elective aims to provide you with a solid foundation both, when it comes to content relating to European Public Affairs in a wider sense and academic and professional skills. The objective of this module is to provide students with insights into the polity and politics of the European Union. Would you like to understand European dimensions of governance? Do you wish to become a policymaker, tackling transnational problems and implementing transnational solutions? Or would you like to find new ways as a public affairs professional or lobbyist to get your issues on the agenda and influence policymakers? If you have the interest and the motivation, this elective provides a solid foundation with regard to professional skills and academic skills to prepare students for a future career in Public Affairs management.

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	interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.		
			<b>Develop a</b>	
1. <b>Concept &amp; creation</b>	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	creative concept using creative methods and techniques, and <b>account</b> for the extent to which the concept is suitable for the target group as well as the organisation's goals.	<b>N/A</b>	
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	<b>Account</b> for the application of channels and (digital) tools in order to deliver communication suitable for the target group.		<b>N/A</b>	
1. Create relevant content tailored to the concept and the organisation's goals.	<b>Create</b> relevant content and/or a <b>prototype of a professional product</b> , and <b>substantiate</b> the way that it is/they are tailored to the organisation's goals.		<b>N/A</b>	
1. <b>Planning &amp; organisation</b>	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	<b>Design the communication plan</b> for and organise the implementation of a <b>complex professional product</b> , <b>taking into account</b> target groups, goals and budgets.	<b>N/A</b>	
1. <b>Persuasion &amp; commitment</b>	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	<b>Advise</b> on the organisation's communication, taking into account the organisation's goals and communication strategy in a <b>complex context</b> .	<b>Public Affairs</b>	
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	<b>Communicate</b> orally and in writing in a correct, target group-oriented, business-like and <b>convincing manner</b> , and are able to explain their points of view in both internal and external communication.		<b>Public Affairs</b>	
1. <b>Connection &amp; facilitation</b>	1. Organise interaction and collaboration, arrange	<b>Organise</b> interaction and collaboration, arrange	<b>N/A</b>	

networking or other meetings, expand their national and international network, and draw on this specific knowledge network for or information.

networking or other meetings, expand their national and international network, and draw on this specific knowledge or information requirement.

1. Recognise opportunities, develop initiatives and dare to experiment.
- Are able to think **out of the** box, experiment and create or co-create novel solutions.
- Public Affairs**

#### Included in programme(s)

Communication  
International Communication

#### School(s)

School of Communication, Media & IT

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