

Course: Project Campaign 1

credits: 5

Course code	ICVB21CPD1	Modes of delivery	Assignment Project-based learning
Name	Project Campaign 1		
Study year	2022-2023	Assessments	Campaign 1 - Project - Other assessment Visual Communication 5 - Other assessment
ECTS credits	5		
Language	English		
Coordinator	E.H.C. Jessen		

Learning outcomes

Competences

Programme learning outcomes (PLO) at level 2

Junior professionals:

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

Test for which the PLO applies

PROJECT Campaign 1

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.

PROJECT Campaign 1

1. Target group & behaviour

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

PROJECT Campaign 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.

PROJECT Campaign 1

1. Account for communication interventions based on knowledge, theory and research insights.

PROJECT Campaign 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.

Visual Communication 5

Content

Campaign 1 - Project:

The starting point for companies nowadays in engaging their consumers is understanding their needs and current behaviour in order to involve them, communicate effectively with them and explain the underlying drivers in their behaviour. Marketing communication campaigns are a powerful tool in improving decision-making, changing behaviour and creating engagement among consumers.

Authorities, NGOs and businesses that are active in the public domain all try to exercise influence on different kinds of behaviour of people. To change behaviour of people through a campaign is not an easy task. Nevertheless, there are many examples of campaigns that successfully stimulate healthy and responsible behaviour (drinking less alcohol, organ donation). Also with respect to safety, traffic campaigns have contributed to changing behaviour. Communication plays an important role here.

As a consultant in communication, the student will work on an assignment from a real client who needs help with a communication problem. The assignment is suited for designing a creative (marketing) communication campaign for the client. The campaign is aimed at behavioural change and can be related to sustainability.

The student works in a team in which members mutually inspire each other with ideas, in which networks and expertise are shared, and creative techniques are applied to deliver an innovative campaign for the client.

Visual Communication 5:

The students create individually a corporate identity mockup and website design for their own communication agency.

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.
1. Create relevant content tailored to the concept and the organisation's goals.

Not Applicable (N/A)

Visual Communication
5

1. Planning & organisation

1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.

PROJECT Campaign 1

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.

PROJECT Campaign 1

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.

PROJECT Campaign 1

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

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