Course: Project Campaign 2 credits: 5

Course code	ICVB21CPI1
Name	Project Campaign 2
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	E.H.C. Jessen

Modes of delivery	Assignment Project-based learning
Assessments	Campaign 2 - Project - Other assessment Visual Communication 6 - Other assessment

Learning outcomes

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.	**Campaign 2 - Product**
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	**Campaign 2 - Product**	
1. Account for communication interventions based on knowledge, theory and research insights.	**Campaign 2 - Product**	
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.	**Campaign 2 - Product Visual communication 6**

Content

Campaign 2 - Product

The student works in a team to build a communication campaign with media products for the client, based on research insights and design requirements from the previous block. When building the concept and creating and testing the prototype for the campaign, students go through the design research process. The campaign has to influence and change the behaviour of the target group.

The student presents the concept and the final prototype to the client, and also involves the client in the evaluation of the prototype.

Visual Communication 6

Students create animations using After Effects.

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Campaign 2 - Product**	
1. Create relevant content tailored to the concept and the organisation's goals.	**Campaign 2 - Product Visual communication 6**	
1. **Planning & organisation**	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	**Campaign 2 - Product**
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.	**Campaign 2 - Product**
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Campaign 2 - Product**	
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

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