# Course: Graduation Assignment                                    credits: 30

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| **Course code** | ICVB21GRA2 | **Modes of delivery** | Graduation project |
| **Name** | Graduation Assignment | | Supervision |
| **Study year** | 2022-2023 | | |
| **ECTS credits** | 30 | **Assessments** | Graduation Assignment - Other assessment |
| **Language** | English | | PID - Other assessment |
| **Coordinator** | L.T. Stoica | | Presentation and Defence - Other assessment |

## Learning outcomes

**Competences**

**Programme learning outcomes (PLOs) 1 to 12 at level 3, PLO 13 at level 2**
**Junior professionals:**

**1. Context & strategy**

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

2. 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.

**2. Target group & behaviour**

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

4. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.
5. Account for communication interventions based on knowledge, theory and research insights.

**3. Concept & creation**

6. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.

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

**4. Planning & organisation**

9. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.

**5. Persuasion & commitment**

11. Communicate orally and in writing in a correct, target group-oriented, business-like and

## Content

The graduation assignment is the final professional project carried out by the student independently, but with guidance and supervision from the Hanze UAS, and in consultation with the client. The student analyses a complex problem or goal that the client is facing in an international or intercultural context. Based on the analysis and ensuing research, the student creates a communication product and related advice as a solution.

In the graduation Project Initiation Document (PID) the student formulates the problem and goals of the project, and finds where communication plays a role. The student explores the client's wants and needs and formulates objectives linked to communication as a basis for the research phase of the assignment.

The assignment is conducted based on the programme's design-research process that integrates creative and design-thinking methods. The professional product is innovative, relevant and usable for the client. The communication product can range from marketing and communication plans, lobbying strategies and events, to videos and intercultural communication workshops. When the assignment is completed, the client receives a graduation portfolio with five different deliverables, including a research report, and the communication product with advice and an implementation plan.

At the end of the graduation period, after passing the graduation portfolio, the student presents and defends the graduation assignment in the presence of an audience (i.e. two assessors, (for some students) an external expert, and, if the graduation assignment is non-confidential, a more general public). The student connects the solution (i.e. the communication product) to the client's needs and wishes and to the research findings, and is able to convince the audience of the applicability and feasibility of the advice. The student responds adequately and professionally to questions from the assessors and the external expert.

concise manner, and consequently create commitment.

**6. Connection & facilitation**

12. 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.

13. Recognise opportunities, develop initiatives and dare to experiment.

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**Included in programme(s)**

International Communication

**School(s)**

School of Communication, Media & IT

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