

Course: Internship

credits: 30

Course code	ICVB21INT	Modes of delivery	Work placement
Name	Internship	Assessments	Internship - Other assessment
Study year	2022-2023		
ECTS credits	30		
Language	English		
Coordinator	C. Schoonbeek		

Learning outcomes

There are four required learning outcomes for the internship. Students also select, together with the company supervisor, two additional learning outcomes. One of these has to be linked to the creation of a professional product (competence 3). The numbers below refer to the 13 programme learning outcomes.

Required learning outcomes

- Competence 1 - Context & Strategy - LO1: Analyse relevant developments for the organisation, and identify the implications of national and international developments for the communication policy of the organisation.
- Competence 4 - Planning & Organisation - LO9: Design the communication plan for the implementation of a complex professional product, taking into account target groups and goals.
- Competence 5 - Persuasion & Commitment - LO10: Advise on the organisation's communication, taking into account the organisation's goals.
- Competence 6 - Connection & Facilitation - LO13: Develop initiatives and demonstrate a proactive attitude.

Additional learning outcomes

The student selects two additional learning outcomes. This choice is made before the start of the internship.

- One learning outcome that is linked to competence 3. Either learning outcome 6, 7, or 8.
- One other learning outcome, free choice for the student.

Content

Students of IC complete a full-time internship of 100 working days within an organization. The internship takes place within an international and/or internationally-oriented organisation. During the internship, the student will spend the entire working week within the organisation.

The internship consists of participation activities, helping to perform the daily tasks of a communication professional. Examples of daily tasks of a communication professional include creating content for diverse media, creating press releases, analyzing target groups, preparing presentations, optimizing internal communication, etc.

Next to the daily activities, the student shows proficiency in the chosen learning outcomes by creating an internship portfolio. One component of the portfolio is a design assignment that results in a professional product.

Throughout the internship guidance is provided by the school and by the internship organisation.

This course code is meant for students who do their internship **in their own home country**.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT