

## Course: Project Transition and Communication

credits: 5

<b>Course code</b>	ICVB21INT1	<b>Modes of delivery</b>	Assignment Project-based learning
<b>Name</b>	Project Transition and Communication		
<b>Study year</b>	2022-2023		
<b>ECTS credits</b>	5	<b>Assessments</b>	Transition and Communication - Project - Other assessment
<b>Language</b>	English		Visual Communication 8 - Other assessment
<b>Coordinator</b>	F. Romagnoli		

### Learning outcomes

#### Competences

#### Programme learning outcomes (PLO) at level 2

#### Test for which the PLO applies

##### Junior professionals:

#### 1. Context & strategy

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

#### Transition and Communication - Product

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.

#### Transition and Communication - Product

#### 1. Target group & behaviour

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

Not Applicable (N/A)

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

#### Transition and Communication - Product

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

N/A

#### 1. Concept & creation

1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the

#### Transition and Communication - Product

### Content

#### Transition and Communication - Project/Product:

Change communication contributes to the creation of value for an organization in change, as well as for its internal and external stakeholders. This includes well-founded means of communication to foster the organizational culture needed to embrace the change.

On the basis of the scan, the students establish a communication strategy. They make appropriate recommendations about the use of communication interventions, choose appropriate themes and formulate core messages. The students plan and produce communication products and corporate events to implement the communication strategy aimed at supporting the organizational change.

Key focus of the block are creativity and knowledge of what kind of communication works and how. The student argues the use of communication means with professional arguments: systematic, well-thought and professional.

#### Visual Communication 8:

The students use the skills acquired in previous blocks (e.g. logo creation, animating, editing) in a new manner to construct a live talk show.

organisation's goals.

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

**Transition and Communication - Product**  
**Visual Communication**  
**8**

1. Create relevant content tailored to the concept and the organisation's goals.

**Transition and Communication - Product**  
**Visual Communication**  
**8**

#### 1. **Planning & organisation**

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

**Transition and Communication - 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.

**Transition and Communication - Product**

1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

**Transition and Communication - 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.

**Transition and Communication - Product**

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

**Transition and Communication - Product**

#### **Included in programme(s)**

Int. Comm. Exchange Minor Organisations and Change Comm.  
International Communication

#### **School(s)**

School of Communication, Media & IT

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