

Course: Entrepreneurship and Media

credits: 5

Course code	ICVP14CCO2	Modes of delivery	Guest lecture
Name	Entrepreneurship and Media		Lecture
Study year	2022-2023		Tutorial
ECTS credits	5	Assessments	Entrepreneurship and Media - Computer, organised by STAD examinations
Language	English		
Coordinator	H. Kiisa-Nijbroek		

Learning outcomes

The following competencies are developed at level 1:

1. Context and strategy:

The student identifies relevant developments for the organisation, monitors international and intercultural developments, and translates the implications into communication policy.

2. Target group and behavior:

The student investigates the needs and wishes of the target group, and understands the contextual/cultural factors that affect the behaviour of the target group.

3. Concept and creation:

The student creates relevant content tailored to the concept and the organisation's goals.

4. Planning and organization:

The student designs the plan for and organises the implementation of professional products, taking into account target groups, goals and budgets.

6. Connection and facilitation:

The student recognises opportunities, develops initiatives and dares to experiment.

Content

Entrepreneurship deals with self-exploration of one's own entrepreneurial consultancy qualities. This means the student will be developing his own entrepreneurial idea and test it in the communication market. As a start-up consultant, he will be learning how to make basic strategic, marketing and financial decisions that are involved in setting up a communication consultancy from scratch.

Using guest and flipped classroom lectures he will be learning how to write a structured and effective business plan. Students discuss their ideas with each other under supervision of a senior consultant (teacher). The student will network and test his ideas with other international consultants.

While working on the business plan, the following components are covered:

- analysis of the student's strengths and weaknesses based on a self-test; self-knowledge is also an essential part of personal branding.
- developing of his own entrepreneurial idea and subsequently conduct international market research.
- learning and applying strategic marketing tools to analyze the international communication market and monitor trends.
- applying the basic 7P and TOWS marketing concepts.
- applying basic financial tools (Costs evaluation, Budgeting and Pricing).

The student will also be learning how to apply basic visual communication concepts and media strategies. Acquired knowledge is applied and incorporated in the development for the media concept and the pitch.

The knowledge is assessed in an exam. The following topics will be covered: semiotics, roles of visuals in communication, rhetoric and 'gestaltism' (Gestalt psychology), basic knowledge in the fields of cross-and-trans media strategies, media channels, concepting and storytelling. Entrepreneurship and business plan, personal branding, market orientation and market analysis tools, marketing strategy, financial statements, network map, action plan.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT