

Course: Project Media concept and Pitch

credits: 5

Course code	ICVP21CCO1	Modes of delivery	Assignment Project-based learning
Name	Project Media concept and Pitch	Assessments	Media concept and Pitch - Project - Other assessment Visual Communication 3 - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	H. Kiisa-Nijbroek		

Learning outcomes

1. The student demonstrates his entrepreneurial skills by describing and justifying his **business idea** based on the needs of target groups and trends.
 1. The student carries out a **SWOT** analysis of his business idea.
 1. Student independently describes the characteristics, needs and wishes of the **target audience** of his business and produces a **market and trends analysis** by doing desk research and conducting in-depth interviews.
 1. The student independently identifies and analyses the **competitors** in the field of his business and formulates the **benefits to customers** using desk research.
 1. The student independently develops **marketing strategies** for his business plan based on TOWS and 7P theories.
 1. The student makes realistic **Financial planning** for his business idea that is feasible in terms of time, money and staffing.
 1. The student produces his personal **Network Map** for the business plan in hand.
 1. The student independently develops an **Action Plan** for his business plan based on TA, market, trends and competitors analysis; marketing and networking strategies; financial plans.
- The student independently **creates a 1-min promotional video** about personal branding by using arcs of suspense, structure, semiotics, rhetorics and storytelling.
 - The student creates awareness of personal and professional development (values) by using **feedback and reflection** and is conscious of his own professional conduct and the impact thereof on others.

Content

Project (4 credits)

Product

The current communication market requires entrepreneurial communication consultants. How to become an entrepreneur and where lies your area of expertise? In his role as a start-up freelance communication advisor the student first develops an entrepreneurial idea based on self-knowledge and his own expertise in communication and market research. The student explores his own qualities as entrepreneur and works on his personal branding. He translates this personal brand in a one minute video.

The student will learn how to:

- use his imagination creatively, develop his idea and convert it into a business & media concept.
- apply storytelling principles and to convey an original idea.
- use creative designs and creative writing to develop his media concept.
- convert his concepts into a 1-minute film outlining his entrepreneurial idea
- formulate his ideas and research results in a written business plan.

HRM (1 credits)

In his role as start-up, internationally oriented, creative, networking consultant the student will gain more insight into his own personality and become much more aware of his qualities as an entrepreneur in communication. Based on peer assessments, his personal profile, and an entrepreneurial test, he will be able to describe his own personal profile and upload it to an online professional business network.

Whilst developing the professional products, the student will have the opportunity to exchange knowledge, receive support and feedback from his own consultancy work group.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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