# Course: Project Issue Analysis and Media Advice          credits: 5

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| **Course code** | ICVP21CPA1 | **Modes of delivery** | Assignment |
| **Name** | Project Issue Analysis and Media Advice | | Project-based learning |
| **Study year** | 2022-2023 | **Assessments** | Issue Analysis and Media Advice - Project - Other assessment |
| **ECTS credits** | 5 | | Visual Communication 1 - Other assessment |
| **Language** | English | | |
| **Coordinator** | C. Schoonbeek | | |

## Learning outcomes

The following learning outcomes are developed at level 1:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy
3. Conduct applied research in a methodological way and use suitable research methods.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy

## Content

The role and function of the communication adviser is changing drastically. The changing role of communication and media correlates with developments in society. Organisations are not single entities, but operate in a dynamic environment. Social issues are formed easily, partially due to the influence of online communication. Organizations should respond quickly and adequately to issues. If they fail to do so, issues can result in crises that will have serious consequences for the organization's reputation.

During the **Project** component, students analyze an issue in groups, and will be introduced to two core tasks: issues management and dealing with the media. Tasks include monitoring and analysing the media, researching issues, investigating the interests of various important stakeholders, understanding news angles and creating media advice for an organization.

This advice also contains a visualization. Therefore, during the **Visual Communication** component, the student learns about using Microsoft Word and Adobe Illustrator.

## Included in programme(s)

International Communication

## School(s)

School of Communication, Media & IT