

Course: Professional Skills 1: Communication in the Public Domain

credits: 5

Course code	ICVP21CPA3	Modes of delivery	Assignment Practical / Training
Name	Professional Skills 1: Communication in the Public Domain	Assessments	Advisory Skills 1 - Other assessment Language 1 - Other assessment PPD 1 - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	J.J. Kremers		

Learning outcomes

The following learning outcomes are developed at level 1:

3.8 Concept and Creation. The student learns to create relevant content tailored to the concept and the organisation's goals.

5.11.Persuasion and Commitment: The student learns to communicates orally and in writing in a correct, target group oriented, business-like and concise manner, and consequently create commitment.

Content

This course focuses on professional and academic writing (level B2). Students write a press release and a professional letter. Students also learn and practice basic skills of effective presentations (verbal skills).

In the Tools classes, students learn about using Microsoft Word and Adobe Illustrator.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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