Course: Project Meet Your Future   credits: 5

Course code	ICVP21OTP1	**Modes of delivery**	Assignment
Name	Project Meet Your Future		Project-based learning
Study year	2022-2023		
ECTS credits	5	**Assessments**	Meet Your Future-Project - Other assessment
Language	English		Visual Communication 4 - Other assessment
Coordinator	S. Veldstra		

Learning outcomes

The student investigates a communication job and writes a **research assignment** about its environment and the role of the communication professional within an organisation by using in-depth interviews.

The student (group assignment) creates a **visualisation** based on the research findings, keeping in mind the needs of target audience of the #Compro event.

Content

During this block the student will be working in peer groups of international students, and learn how to plan and organise a part of a conference day, focusing on the role of a communication professional within an organisation. The target audience consists of the student's own international peer group, as well as prospective first year students. During this conference, the role of a communication professional will be approached and highlighted from different angles by various guest speakers, and through different 'meet & greet' sessions with professionals in the field. To conclude, the student will be giving a media presentation for an international audience in which the role of a communication professional within an organisation is clearly highlighted.

In order to achieve all of this, the student will need to obtain good knowledge of different visions within the field of communication, hence the student will be taking a proactive role in contacting communication experts who can help the student in this respect and who can maybe play a role at the conference as well. In other words: the student will have to network in a target driven manner in order to yield him/her the necessary results.

Furthermore, the student should be aware of different forms of communication, and able to research different types of organisations which have communication professionals working for them, and understand how economical, organisational, national and international factors influence such an organisation. In addition, the student will be using different design programmes in order to produce a professional looking media presentation, and subsequently pre-test it, and present it to an audience.

HRM/process
The student will be able to reflect on his role as a group member and events manager in terms of how he contributed to the conference organisation, but also reflect on his own learning process, thereby considering what went well and what could be improved next year.

This part of the studies also involves making an internationalisation plan.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT