

## Course: Testing Communication Products

credits: 5

<b>Course code</b>	ICVB22THY6	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Testing Communication Products	<b>Assessments</b>	Testing Communication Products - Other assessment
<b>Study year</b>	2023-2024		
<b>ECTS credits</b>	5		
<b>Language</b>	English		
<b>Coordinator</b>	L.T. Stoica		

### Learning outcomes

The following PLO's will be assessed on level 3:

#### Target group & Behaviour

PLO3: Conduct applied research in a methodological way and use suitable research methods.

PLO4: Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

#### Concept & Creation

PLO8: Create relevant content tailored to the concept and the organisation's goals.

### Content

Prototype testing is essential in delivering a good communication product. The right kind of testing can help communication professionals design products that help clients reach their goals, products that can rally people around one cause, products that can change the world. This elective is designed to take students on an insightful path starting with testing given prototypes with choosing relevant sample sizes and appropriate methods continuing with basic data analysis and interpretation (with easy-to-use statistics), and implementing improvements to the design of the prototype to reach the final evidence-based product.

The road to good communication products is paved with valid and reliable research strategies, for example:

- What methods are best suited to test our prototypes?
- What questions will generate data from the target group to improve our prototypes?
- What target groups will provide us with the most insightful and reliable opinions?
- How can we use data from the target audience to improve communication products?
- How can we create evidence-based solutions for our clients?

At the end of this elective students will be better equipped to make informed, well-argued, evidence-based decisions about research strategies and testing in order to deliver well-designed products to their clients.

Key words: prototype, design requirements, testing, sampling, data analysis, basic statistics, data interpretation, design improvement, implementation.

### Included in programme(s)

Communication  
International Communication

### School(s)

School of Communication, Media & IT