Hanze

Course: Internship credits: 30

Course code	ICVB21INT
Name	Internship
Study year	2025-2026
ECTS credits	30
Language	English
Coordinator	C. Schoonbeek
Modes of delivery	Work placement
Assessments	Internship - Other assessment

Learning outcomes

1. Organisation, context & strategy

The student analyses, understands, and monitors the organisation, its strategy and the (international /intercultural) context in which it operates as well as developments in the professional field and translates these insights into implications for communication.

2. Target group & behaviour

The student collects and analyses data about the relevant (international / intercultural) target group(s) using suitable methods and resources in order to understand their behaviour, needs and wishes, and the factors that affect them, and translates these insights into implications for communication.

3. Concept & creation

The student creates communication products or interventions for selected channels on the basis of a described strategy, elaborated concept and selected channels and accounts for the suitability and quality of these interventions and related content for the organisation, its context and its target group.

4. Planning & organisation

The student is able to achieve clearly formulated objectives through project-based planning, within a certain budget (and other resources) and organises and coordinates the process between different parties, disciplines/departments, while playing a pivotal role in media productions and media planning.

5. Persuasion & commitment

The student, communicates persuasively and empathetically, and tailors messages/advice, by utilising effective communication tactics, and demonstrating critical thinking. The student is able to influence behaviour, advocate for positions, and achieve desired outcomes while adhering to ethical communication principles.

6. Connection & facilitation

The student considers and facilitates different perspectives (stakeholders, TG, etc.) while fostering collaboration and bridging ideas. Translate ideas into actions to help increase the effectiveness of employees and teams.
The student maps out the networks within and outside of the organisation and involves new networks when necessary.

7.Personal and professional development

The student demonstrates progress and a growth mindset in the process of their chosen professional and personal development and individual learning objectives.

Content

Students of IC complete a full-time internship of 100 working days within an organization. The internship takes place within an international and/or internationally-oriented organisation. During the internship, the student will spend the entire working week within the organisation.

The internship consists of participation activities, helping to perform the daily tasks of a communication professional. Examples of daily tasks of a communication professional include creating content for diverse media, creating press releases, analyzing target groups, preparing presentations, optimizing internal communication, etc.

Next to the daily activities, the student shows proficiency in the learning outcomes by creating an internship portfolio.

Throughout the internship guidance is provided by the school and by the internship organisation.

This course code is meant for students who do their internship **in their own home country**.

Included in programme(s)

School(s)

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