Course: Communication- and Research Theory 1 credits: 5

Course code	ICVB25CPD2
Name	Communication- and Research Theory 1
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	G. Raudino

Modes of delivery	Lecture Tutorial
Assessments	Communication- and Research Theory 1 - Computer, organised by STAD examinations

Learning outcomes

Competences	Programme learning outcomes (PLOs) at level 2 Junior professionals:	Test for which the PLO applies
1. **Context & strategy**	1. Investigate developments in the national and international professional field as well as in the media landscape, and use these insights for the organisation's communication strategy.	**Communication- and Research Theory 1**
1. **Target group & behaviour**	1. Conduct research in a methodological way and apply suitable research methods.	**Communication- and Research Theory 1**
1. Analyse the needs, wishes and intercultural factors of multiple stakeholders, and translate them into a simple professional product.	**Communication- and Research Theory 1**	
1. Select relevant knowledge, theory and research insights, and apply them in order to support effective communication interventions.	**Communication- and Research Theory 1**	

Content

Communication Theory and Research

Students build on the communication theories and research skills acquired in their first year, further expanding and deepening their expertise. They explore theories related to campaign development and behavioural, learning to critically evaluate and apply the most relevant frameworks.

Additionally, they learn to use the Design Thinking process to develop innovative and impactful campaigns. By integrating theoretical insights with practical design methodologies, students gain the skills to conceptualize and execute comprehensive communication campaigns that address real-world challenges.

Included in programme(s)

International Communication
International Communication Exchange Minor The Campaign

School(s)

School of Communication, Media & IT

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