Course: Project Issue Analysis and Media Advice — credits: 5

Course code	ICVP21CPA1
Name	Project Issue Analysis and Media Advice
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	E.A. Mingardo
Modes of delivery	Assignment Project-based learning
Assessments	Issue Analysis and Media Advice - Project - Other assessment Visual Communication 3 - Other assessment

Learning outcomes

For the **Project**, the following learning outcomes are developed at level 1:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy
3. Conduct applied research in a methodological way and use suitable research methods.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy

For **Visual Communication**, the following learning outcomes are developed at level 1:
6. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.
8. Create relevant content tailored to the concept and the organisation's goals.

Content

The role and function of the communication adviser is changing drastically. The changing role of communication and media correlates with developments in society. Organisations are not single entities, but operate in a dynamic environment. Social issues are formed easily, partially due to the influence of online communication. Organizations should respond quickly and adequately to issues. If they fail to do so, issues can result in crises that will have serious consequences for the organization’s reputation.

During the **Project** component, students analyze an issue in groups and will be introduced to two core tasks: issues management and dealing with the media. Project tasks include monitoring and analysing the media, researching issues, investigating the interests of various important stakeholders and the way they frame issues, analyzing the external environment, understanding news angles and creating media advice for an organization.

This advice also contains a visualization. Therefore, during the **Visual Communication** component, the student learns about using different tools to be able to design a visualisation fitting with the media advice.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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