Course: Professional Skills 3: Communication in the Public Domain — credits: 5

Course code	ICVP25CPA3
Name	Professional Skills 3: Communication in the Public Domain
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	P.C.M. Swieringa
Modes of delivery	Assignment Practical / Training
Assessments	Advisory Skills 3 - Other assessment Language 3 - Computer, organised by STAD examinations

Learning outcomes

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.
5. Account for communication interventions based on knowledge, theory and research insights.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.
11. Persuasion and Commitment: Communicate orally and in writing in a correct, target group-oriented, business-like manner, and consequently create commitment

Content

The student researches a topic of their choice concerning global citizenship and delivers an effective presentation. For this presentation, there is more emphasis on the use of research and argumentation, as well as the use of visual aids.

Furthermore, the student learns about debating techniques, does research on a proposition and either defends or supports the proposition in a debate.

In Language students learn how to write a press release (linked to the organization of their project) and letter writing skills will be taught.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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