Course: Communications and Visualisation — credits: 5

Course code	CIVB22CAV
Name	Communications and Visualisation
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	B.M.P. de Vreede
Modes of delivery	Tutorial
Assessments	Communications and Visualisation - Other assessment

Learning outcomes

Learning Outcomes

After successfully completing this course, the student is able to:

- based on a business or social challenge, identify the target audience, define the communication objective, and choose an applicable communication format
- individually prepare and execute the chosen communication format(s)
- demonstrate significant growth in the selected communication and/or visualisation skills compared to entry-level at the beginning of the course
- reflect on and evaluate their own development and progress in desired communication and/or visualisation skills
- evaluate the effectiveness and impact of other students' communication and/or visualisation skills

Content

Content

Effective communication is essential for influencing people's behavior or attitudes. Communication can take many forms, such as posters, videos, written opinion pieces, speeches, or performance art. A modern marketing professional should be able to explore beyond traditional presentations. You will be challenged to develop skills in a new, and innovative communication formats.

Starting from a business or social challenge, you will determine what needs to be communicated to change the attitudes and behavior of the target audience. You will define the message, identify the audience, and select the most appropriate communication format, which may be oral, textual, visual, or other. The quality and effectiveness of the execution will be assessed by the target group, fellow students, and the assessors.

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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