Course: Communication- and Media Theory 3 credits: 5

Course code	ICVB15CPI2
Name	Communication- and Media Theory 3
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	S. Veldstra
Modes of delivery	Lecture Tutorial
Assessments	Communication- and Media Theory 3 - 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. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	**Communication- and Media Theory 3**
1. **Target group & behaviour**	1. Account for communication interventions based on knowledge, theory and research insights.	**Communication- and Media Theory 3**
1. **Persuasion & commitment**	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	**Communication- and Media Theory 3**

Content

In the project students create a communication campaign. To create it and different media products, they need a theoretical basis.

Communication theory is about different topics related to creating a communication campaign, such as integrated marketing communications, customer journey, objectives, budget, content and media strategies, testing and measuring, GDPR and ethics.

Media theory addresses the role played by the visual elements in any type of media-related communication, from photography to time-based media. Students pay attention to the composition of images, the colours used, the contrast, the point of view, the typographic choice and many other characteristics, with a critical eye on the immediate meaning (denotation) and additional meanings (connotations) that might occur. Since most communication activities are nowadays implemented in an online and digital environment, the student is also asked to consider the impact of the web design best practices and ultimately the usability of the (visual) products.

Included in programme(s)

International Communication
International Communication Exchange Minor The Campaign

School(s)

Entrepreneurship, Communication & Marketing

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