Course: Professional Skills 5: Consultancy & Argumentation — credits: 5

Course code	ICVB21CPD3
Name	Professional Skills 5: Consultancy & Argumentation
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	I. Heegen
Modes of delivery	Practical / Training
Assessments	Advisory Skills 5 - Other assessment Language 5 - Other assessment

Learning outcomes

Competences	Programme learning outcomes (PLO) at level 2 Junior professionals:	Test for which the PLO applies
1. **Context & strategy**	1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	**Advisory Skills 5**
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	**Language 5**
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	**Language 5**	
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.	**Advisory Skills 5**
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Advisory Skills 5** **Language 5**	

Content

Advisory Skills 5 focuses on: (1) the role and behaviour of the communication consultant with an accent on client orientation interviews in multicultural settings and (2) creating critical summaries as the basis for literature reviews in research reports. Business report writing is also touched upon.

Language 5 focuses on writing an argumentative essay. Students learn how to construct and structure arguments in order to write persuasive texts, in preparation for correct argumentation in research reports.

Included in programme(s)

International Communication
International Communication Exchange Minor The Campaign

School(s)

Entrepreneurship, Communication & Marketing

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.