Hanze

Course: Project Campaign 2 credits: 5

Course code	ICVB21CPI1
Name	Project Campaign 2
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	F. Romagnoli
Modes of delivery	Assignment Project-based learning
Assessments	Campaign 2 - Project - Other assessment Visual Communication 6 - Other assessment

Learning outcomes

Competences	Programme learning outcomes (PLO) at level 2 **Junior professionals:**	Test for which the PLO applies
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	**Campaign 2 - Project**
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	**Campaign 2 - Project**	
1. Account for communication interventions based on knowledge, theory and research insights.	**Campaign 2 - Project**	
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Campaign 2 - Project** **Visual Communication 6**
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Campaign 2 - Project** **Visual Communication 6**	
1. Create relevant content tailored to the concept and the organisation's goals.	**Campaign 2 - Project** **Visual Communication 6**	
1. **Planning & organisation**	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	**Campaign 2 - Project**

Content

Project - Campaign 2
Building on insights from Project 1, students work in teams to design behaviour change communication campaigns. Each team develops a comprehensive Communication Plan, starting with strategic communication objectives and outlining targeted interventions aligned with the client’s current strategy. Using the Design Thinking process—particularly Ideation and Prototyping—students create and test their campaign concepts to ensure alignment with the intended audiences.
The Campaign Plan also includes an implementation plan covering pre-launch preparations, a campaign timeline, and suggestions for post-campaign evaluation based on the agreed-upon key performance indicators.
Collaboration with the client is central to the process. Students engage the client during the ideation phase, co-create the campaign concept, and refine the prototype through feedback from both the client and target audience. The final campaign, along with all associated media products, is delivered in an agreed format, equipping the client with a ready-to-use communication strategy

Visual Communication 6:
Students create animations using After Effects.

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.	**Campaign 2 - Project**
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Campaign 2 - Project**	
1. **Connection & facilitation**	1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.	**Campaign 2 - Project**

Included in programme(s)

International Communication
International Communication Exchange Minor The Campaign

School(s)

Entrepreneurship, Communication & Marketing

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