Course: Professional Skills 6: Creation & Oration — credits: 5

Course code	ICVB21CPI3
Name	Professional Skills 6: Creation & Oration
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	I. Heegen
Modes of delivery	Practical / Training
Assessments	Advisory Skills 6 - Other assessment Language 6 - Other assessment

Learning outcomes

Competences	Programme learning outcomes (PLO) at level 2 Junior professionals:	Test for which the PLO applies
1. **Concept & creation**	1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Advisory Skills 6**
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 6**
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.		**Advisory Skills 6** **Language 6**

Content

Advisory Skills 6 focuses on (1) copywriting or creating written content for specific international audiences, (2) presentations of communication products to clients and client interaction with the goal of eliciting feedback and defending own choices, and (3) preparation for job/internship applications (for study year 3).

Language 6 focuses on verbal language proficiency via speeches created for and adapted to specific target groups. This includes (1) good preparation, practice in public speaking and building a good structure in argumentation, (2) attention to English vocabulary, idiom, pronunciation, articulation and intonation, and (3) attitude and body language.

Included in programme(s)

International Communication
International Communication Exchange Minor The Campaign

School(s)

Entrepreneurship, Communication & Marketing

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