Hanze

Course: Project Communication Scan — credits: 5

Course code	ICVB21CSC1
Name	Project Communication Scan
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	F. Romagnoli
Modes of delivery	Assignment Project-based learning
Assessments	Communication Scan - Project - Other assessment Visual Communication 7 - Other assessment

Learning outcomes

Competences	Programme learning outcomes (PLO) at level 2	Test for which the PLO applies
1. **Context & strategy**	**Junior professionals:** 1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	**Communication Scan - Project**
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.	**Communication Scan - Project**	
1. **Target group & behaviour**	1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	**Communication Scan - Project**
1. Account for communication interventions based on knowledge, theory and research insights.	**Communication Scan - 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.	**Visual Communication 7**
1. Create relevant content tailored to the concept and	**Visual Communication 7**	

Content

Communication Scan - Project:
Organizations need to implement some form of change to grow and develop.

Students, in teams, take the role of communication consultants and help the client with defining their problem, or the improvement/goal to be pursued. They advise the client on how to communicate internally about the organizational change, with specific attention on how communication can foster the organizational culture needed to support the desired change.

Students produce a report on the state of affairs of the organization as the fundament for the communication advice created in the next block.

Visual Communication 7:
Students use skills acquired in previous blocks (e.g. logo creation, animating, editing) to construct a live talk show. Before producing a talk show there are several important things to consider. This block is all about preparation and planning. Different communication disciplines come together in this process. You'll have editors, directors, reporters, camera and sound operators, the technical part of the broadcasting, designers, hosts, animators and many more. Students will work in different teams and deliver products/concepts to use in the actual talk show in block 2.4. At the end of block 2.3 students will create a visual value canvas based upon their role and tasks within a creative production team.

	the organisation's goals.	
1. **Persuasion & commitment**	1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Communication Scan - Project**

Included in programme(s)

International Communication
Int. Comm. Exchange Minor Organisations and Change Comm.

School(s)

Entrepreneurship, Communication & Marketing

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