Course: Communication- and Media Theory 2 credits: 5

Course code	ICVP14CPA2
Name	Communication- and Media Theory 2
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M.R. Wegman
Modes of delivery	Lecture Tutorial
Assessments	Communication and Media Theory 2 - Computer, organised by STAD examinations

Learning outcomes

The following learning outcomes are developed at level 1:

2. The student monitors developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into a communication strategy.

5. The student accounts for communication interventions based on knowledge, theory and research insights.

Content

This course module will look at the following subjects in more detail:

- Public Relations: developments in PR, issues, image, identity, reputation, CSR, monitoring the organisational environment, media relations
- Media theory: agenda setting, framing, narratives.
- research methods: issue analysis, media analysis, stakeholder analysis.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

share your talent. move the world.

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.