Course: Communication- and Media Theory 1 — credits: 5

Course code	ICVP14OTP2
Name	Communication- and Media Theory 1
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M.R. Wegman
Modes of delivery	Guest lecture Lecture Tutorial
Assessments	Communication- and Media Theory 1 - Computer, organised by STAD examinations

Learning outcomes

The following learning outcomes are developed at level 1:

2. 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.

5. Account for communication interventions based on knowledge, theory and research insights.

Content

Do all communication professionals operate in the same way? What do they do exactly? Are the tasks and activities of a communication professional dependent on the type of organisation they work for? How and who decides on what tasks to set effective communication professionals?

This course module will provide the student with a theoretical platform in order to try and answer these questions. We will be exploring the different forms of communication (e.g. marketing communication, public affairs, public relations, information, education). The student will also be taught basic terms and definitions from economics and research to enable him/her to say something useful as to why businesses behave the way they do and the role of the communication professional within that context.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

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