Course: Project Meet Your Future — credits: 5

Course code	ICVP25OTP1
Name	Project Meet Your Future
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	E.A. Mingardo
Modes of delivery	Assignment Project-based learning
Assessments	Meet Your Future-Project - Other assessment Visual Communication 1 - Other assessment

Learning outcomes

The following learning outcomes are assessed on level 1:

Project:
3. Conduct applied research in a methodological way and use suitable research methods.
8. Create relevant content tailored to the concept and the organisation's goals.
12. Organise interaction and collaboration, expand their national and international network and draw on this network for specific knowledge or information

Visual Communication:
6. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals

Content

During this project, the student will be working in peer groups of international students, and learn more about the role of a communication professional within an organisation. They will interview different communication professionals. The research will result in a clear view on what it is like to be a communication professional. The visualisation of these result will be presented during the event #ComPro. The target audience of this event consists of the student's own international peer group, as well as alumni students. During this event, the role of a communication professional will be approached and highlighted from different angles by various guests, and through different 'meet & greet' sessions with professionals in the field. To conclude, the student will be giving a media presentation for an international audience in which the role of a communication professional within an organisation is clearly highlighted.

In order to achieve all of this, the student will need to obtain good knowledge of different visions within the field of communication, hence the student will be taking a proactive role in contacting communication experts who can help the student in this respect and who can maybe play a role at the conference as well. In other words: the student will have to network in a target driven manner in order to yield him/her the necessary results.

Furthermore, the student should be aware of different forms of communication, and able to research different types of organisations which have communication professionals working for them, and understand how economical, organisational, national and international factors influence such an organisation. In **Visual Communication**, the student will be using different design programmes in order to produce a professional looking media presentation, and subsequently pre-test it, and present it to an audience.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

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