Course: Behaviour Change Facilitator — credits: 15

Course code	LCVM21MIC04
Name	Behaviour Change Facilitator
Study year	2026-2027
ECTS credits	15
Language	English
Coordinator	M.H. van Dijk
Modes of delivery	Assignment Guest lecture Peer feedback Practical / Training Problem-based learning Self-study Tutorial
Assessments	Behaviour Change Facilitator - Other assessment

Learning outcomes

PLO A2: Engages with diverse stakeholders by demonstrating contextual awareness and responding appropriately.
PLO B4: Uses (social) media analytics and research methodologies to translate data into actionable insights to improve communication outcomes.
PLO D8: Synthesizes complex concepts and behavioral insights to evaluate stakeholder needs in varied settings.
PLO E10: Critically reflects on ethical communication leadership roles to meet professional standards

Content

In this 15 EC module, students will take the role of a Behaviour Change Facilitator.

Students will:

- Develop a social marketing campaign for social good.
- Apply behaviour change theories and implement interventions to design a communication campaign.
- Lead and support inclusive dialogue while addressing cultural dynamics.
- Reflect critically on their role as facilitators and communication professionals in times of change.

The module is supported by communication & behaviour change theory, research, and personal leadership and includes training in international facilitation. Deliverables can include, but are not limited to, a social marketing campaign, a communication interventions toolkit, a facilitation plan, a case study, a leadership toolkit and a competency-based interview. Deliverables are assessed in a portfolio to determine how well the program learning outcomes have been achieved.

Capstone project

In a team-based capstone, students work in international groups to develop and implement a social marketing campaign for a client organization that addresses a pressing societal challenge and aims to influence behaviour for social good.

Communication & Behaviour Change Theory

Students analyse behaviours through evidence-based frameworks and theories. They segment demographics, identify barriers, develop persuasive messaging, and select communication channels to reach audiences. This hands-on approach helps students create campaigns that motivate voluntary behaviour change.

Intercultural Facilitation: Professional training

Students learn advanced facilitation theories and skills. They learn to facilitate behavioural change by designing and adapting activities that meet targeted needs. They master two facilitation methods: the Focused Conversation Method and the Consensus Workshop Method.

Applied Research Methodology

Students improve their research skills by combining critical thinking and communication. They learn to interpret data, manage the research process, solve problems, and communicate outcomes effectively.. Students take the lead in this research and fully integrate the results in the capstone project together with their capstone group.

Personal Leadership

Students explore their capacity to persuade and negotiate in times of change and uncertainty.

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Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

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