Hanze University of Applied Sciences
Groningen

Programme

Qualification awarded
Bachelor of Arts

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
Dutch, with parts in English

School
School of Communication, Media & IT

Locations
Groningen

Communication

Profile of the programme

The Communication programme educates junior communication professionals who can solve complex communication problems of organizations.
Graduates of the Communication programme are employed by the businesses, by governmental organizations, at communication consultancy firms or can start working as an independent entrepreneur. The graduates have broad knowledge and skills in the field of communication, ready for a career in a wide range of areas: marketing communication, branding, public relations, corporate communication and public affairs.
The graduates are capable of connecting people and organizations, they have an international mindset and are open to change and cultural diversity. These communication professionals have an entrepreneurial attitude and adapt easily to an unknown situation and can quickly acquire required knowledge and skills.

Learning outcomes

1. Context & strategy. Junior professionals:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.

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.

2. Target group & behavior. Junior professionals:

3. Conduct applied research in a methodological way and use suitable research methods.

4. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

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

3. Concept & creation. Junior professionals:

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

7. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

8. Create relevant content tailored to the concept and the organisation's goals.

4. Planning & organization. Junior professionals:

9. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.

5. Persuasion & commitment. Junior professionals:

10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.

11. Communicate orally and in writing in a correct, target group- oriented, business-like and concise manner, and consequently create commitment.

6. Connection & facilitation. Junior professionals:

12. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.

Programme

Communication	credits

Year 1 Communication	60
⬚ Crisis & Reputation	*15*
▫ COVP16CPA1 - Project News Analysis and Media Advice	*5*
▫ COVP14CPA2 - Communication and Media Theory 1	*5*
▫ COVP18CPA3 - Communication in the Public Domain	*5*
⬚ Online Branding	*15*
▫ COVP16CIB1 - Project Online Content Marketing	*5*
▫ COVP14CIB2 - Marketing Communication and Research	*5*
▫ COVP18CIB3 - Professional Skills 2: Online Communication	*5*
⬚ Media & Entrepreneurship	*15*
▫ COVP16CCO1 - Project Mediaconcept and Pitch	*5*
▫ COVP14CCO2 - Entrepreneurship and Media	*5*
▫ COVP18CCO3 - Professional Skills 3: Entrepreneurial & Media Skills	*5*
⬚ Event: Orientation to the Profession	*15*
▫ COVP16OOB1 - Project The Congress	*5*
▫ COVP14OOB2 - Communication and Media Theory 2	*5*
▫ COVP18OOB3 - Professional Skills 4: Networking	*3*
▫ COVP17NED - Language Development: Dutch	*1*
▫ COVP17ENG - Language Development: English	*1*
Year 2 Communication	60
⬚ Campaign: Policy and Concept	*15*
▫ COVB16CBC1 - Project Campaign 1	*4*
▫ COVB15CBC2 - Communication Theory and Research 1	*5*
▫ COVB18CBC3 - Professional Skills 5: Advice	*3*
▫ COVB15CBC4 - Language Development 1: English 1	*3*
⬚ Campaign: Planning and Realisation	*15*
▫ COVB16CPR1 - Project Campaign 2	*4*
▫ COVB15CPR2 - Communication and Media Theory 3	*5*
▫ COVB18CPR3 - Professional Skills 6: Creation	*3*
▫ COVB15CPR4 - Language Development 2: English 2	*3*
⬚ Communication Scan	*15*
▫ COVB16CSC1 - Project Communication Scan	*4*
▫ COVB15CSC2 - Communication Theory and Research 2	*5*
▫ COVB18CSC3 - Professional Skills 7: Interaction	*3*
▫ COVB15CSC4 - Language Development 3: Dutch 1	*3*
⬚ Internationalisation and Transition	*15*
▫ COVB16INT1 - Project Transition and Communication	*4*
▫ COVB15INT2 - Communication and Media Theory 4	*5*
▫ COVB18INT3 - Professional Skills 8: Facilitation	*3*
▫ COVB15INT4 - Language Development 4: Dutch 2	*3*
Year 3 Communication	60
⬚ Internship	*30*
one of following courses	
⬚ Internship	*30*
▫ COVB18STG - Internship	*29*
▫ COVB16HRM - HRM 3rd Year	*1*
⬚ Internship Abroad	*30*
▫ COVB18STB - Internship Abroad	*29*
▫ COVB16HRM - HRM 3rd Year	*1*
⬚ Electives	*30*
electives	
Year 4 Communication	60
⬚ Project Year 4	*10*
selection of following courses	
▫ COVB20PRJE - Project Energy	*10*
▫ COVB20PRJ1 - Project	*10*
▫ COVB20PRJI - Project Innovation	*10*
⬚ Electives Theory	*5*
selection of following courses	
▫ COVB20THY1 - Visual Communication	*5*
▫ ICVB20THY2 - International Branding	*5*
▫ COVB20THY3 - Digital Marketing Communication	*5*
▫ ICVB20THY4 - Public Affairs	*5*
▫ COVB20THY5 - News and Disinformation	*5*
⬚ Electives Tools	*5*
selection of following courses	
▫ COVB20TLS1 - Media Tools (video)	*5*
▫ COVB20TLS2 - Online Analytics	*5*
▫ ICVB20TLS3 - Copywriting	*5*

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