

## 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

Year 1 Communication	60
□ Crisis & Reputation	15
▫ COVP21CPA1 - Project News Analysis and Media Advice	5
▫ COVP14CPA2 - Communication and Media Theory 1	5
▫ COVP21CPA3 - Professional Skills 1: Communication in the Public Domain	5
□ Online Branding	15
▫ COVP21CIB1 - Project Online Content Marketing	5
▫ COVP14CIB2 - Marketing Communication and Research	5
▫ COVP21CIB3 - Professional Skills 2: Online Communication	5
□ Media & Entrepreneurship	15
▫ COVP21CCO1 - Project Mediaconcept and Pitch	5
▫ COVP14CCO2 - Entrepreneurship and Media	5
▫ COVP21CCO3 - Professional Skills 3: Entrepreneurial Skills	5
□ Event: Orientation to the Profession	15
▫ COVP21OOB1 - Project Event: Orientation to the Profession	5
▫ COVP14OOB2 - Communication and Media Theory 2	5
▫ COVP21OOB3 - Professional Skills 4: Networking	5
Year 2 Communication	60
□ Campaign: Policy and Concept	15
▫ COVB21CBC1 - Project Campaign 1	5
▫ COVB15CBC2 - Communication Theory and Research 1	5
▫ COVB21CBC3 - Professional Skills 5: Advice	5
□ Campaign: Planning and Realisation	15
▫ COVB21CPR1 - Project Campaign 2	5
▫ COVB15CPR2 - Communication and Media Theory 3	5
▫ COVB21CPR3 - Professional Skills 6: Creation	5
□ The Entrepreneurial Communication Professional	30
▫ COVB21DOC1 - The Entrepreneurial Communication Professional	30
Year 3 Communication	60
□ Internship	30
<i>one of following courses</i>	
□ Internship	30
▫ COVB21STG - Internship	30
□ Internship Abroad	30
▫ COVB21STB - Internship Abroad	30
□ Electives	30
<i>electives</i>	
Year 4 Communication	60
□ Project Year 4	10
<i>selection of following courses</i>	
▫ COVB20PRJE - Project Energy	10
▫ COVB20PRJ1 - Project	10
▫ COVB20PRJl - Project Innovation Lab	10
□ Electives Theory	5
<i>selection of following courses</i>	
▫ COVB20THY1 - Visual Communication Theory	5
▫ ICVB20THY2 - International Branding	5
▫ COVB20THY3 - Digital Marketing Communication	5
▫ ICVB20THY4 - Public Affairs	5
▫ COVB20THY5 - News and Disinformation	5
□ Electives Tools	5
<i>selection of following courses</i>	
▫ COVB20TLS1 - Media Tools (video)	5
▫ COVB20TLS2 - Online Analytics	5
▫ ICVB20TLS3 - Copywriting	5
▫ COVB20TLS5 - Social Media and Content Creation	5
▫ COVB20TLS6 - Media Contacts	5
□ Graduation Project	30
<i>one of following courses</i>	
□ Graduation Project	30
▫ COVB21ASO - Graduation Assignment	30
□ Graduation Project Abroad	30
▫ COVB21ASOB - Graduation Assignment Abroad	30

