

## Programme

### Qualification awarded

Master of Arts

### Length of the programme

18 months

### ECTS credits

90

### Level of qualification

Master

### Mode

Full-time

### Language

English

### School

School of Communication,  
Media & IT

### Locations

Groningen

## International Communication

### Profile of the programme

MIC graduates are well-rounded international and intercultural communicators, known for their creativity, reflective professional attitude, and high levels of criticality and strategic thinking. MIC graduates demonstrate leadership capabilities needed to work at expert managerial or consultancy levels. They are able to bring a global perspective to the challenges and the opportunities of the digital and the sustainable society. They embrace complexity, anticipate future change and propose innovative solutions to open-ended (emerging) communication problems, using various perspectives from different disciplines.

The Master Program identifies five professional competences, based on the Global Capability Framework for the Public Relations and Communication Management Profession[1]. These five competences serve as a standard that specifies the desired abilities required to perform tasks as an international communication professional at the (senior) managerial or consultancy level. To each competency two learning outcomes have been identified, that clearly express what the student will be able to do at the completion of the program to meet the required competency. The ten program learning outcomes will be developed in a professional context where the students take up professional roles and perform professional tasks. During the first two semesters these roles are: corporate communication consultant, strategic brand manager, international change maker or international facilitator. During the third semester the student selects one of four roles when completing a master thesis for an organization

[1] Fawkes, J. (2018) et.al. A global Capability Framework for the Public Relations and Communication Management Profession. Global Alliance for Public Relations and Communication Management (GA) Research Report.

### Learning outcomes

International and Intercultural communication

The student shows a high level of global awareness and intercultural sensitivity, facilitates relationships, helps an organization to build trust with multiple stakeholders and sees the bigger picture- globally, socially, culturally, technologically and economically.

Critical thinking & Research

The student demonstrates the ability to think critically, by using research insights based on the systematic, gathering, analysis and evaluation of data and information to improve communication outcomes.

Problem Solving & Innovation

The student will be able to solve complex open-ended communication problems, integrate knowledge from various disciplines, applies creative thinking skills\* and includes innovation as part of the decision making process.

Strategic Thinking

The student demonstrates the ability to think strategically by understanding communication at the managerial and the consultancy level and by aligning communication with purpose and values of the organization in light of societal expectations.

(Reflective) Professionalism

The student displays appropriate professional attitude and behavior and works within an ethical framework.

## Programme

International Communication	credits
Year 1 International Communication	60
□ Corporate Communication Consultant	15
▫ LCVM21MIC01 - Corporate Communication Consultant	15
□ Strategic Brand Manager	15
▫ LCVM21MIC02 - Strategic Brand Manager	15
□ International Change Maker	15
▫ LCVM21MIC03 - International Change Maker	15
□ International Facilitator	15
▫ LCVM21MIC04 - International Facilitator	15
Year 2 International Communication	30
□ Graduation Semester	30
<i>selection of following courses</i>	
▫ LCVM20MIC13 - Master Graduation Project	30

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