Programme

Qualification awarded
Bachelor of Arts

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
English

School
School of Communication, Media & IT

Locations
Groningen

International Communication

Profile of the programme

The International Communication programme educates junior communication professionals who can solve complex communication problems of organizations.

Graduates of the International 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

International Communication	credits
Year 1 International Communication	60
⬚ Crisis & Reputation	*15*
⬚ ICVP21CPA1 - Project Issue Analysis and Media Advice	*5*
⬚ ICVP14CPA2 - Communication- and Media Theory 1	*5*
⬚ ICVP21CPA3 - Professional Skills 1: Communication in the Public Domain	*5*
⬚ Online Branding	*15*
⬚ ICVP21CIB1 - Project Online Content Marketing	*5*
⬚ ICVP14CIB2 - Marketing Communication and Research	*5*
⬚ ICVP21CIB3 - Professional Skills 2: Online Communication	*5*
⬚ Media & Entrepreneurship	*15*
⬚ ICVP21CCO1 - Project Media concept and Pitch	*5*
⬚ ICVP14CCO2 - Entrepreneurship and Media	*5*
⬚ ICVP21CCO3 - Professional Skills 3: Entrepreneurial and Media Skills	*5*
⬚ Orientation to the Profession	*15*
⬚ ICVP21OTP1 - Project Meet Your Future	*5*
⬚ ICVP14OTP2 - Communication- and Media Theory 2	*5*
⬚ ICVP21OTP3 - Professional Skills 4: Networking	*5*
Year 2 International Communication	60
⬚ Campaign: Policy and Draft	*15*
⬚ ICVB21CPD1 - Project Campaign 1	*5*
⬚ ICVB15CPD2 - Communication- and Research Theory 1	*5*
⬚ ICVB21CPD3 - Professional Skills 5: Consultancy & Argumentation	*5*
⬚ Campaign: Planning and Implementation	*15*
⬚ ICVB21CPI1 - Project Campaign 2	*5*
⬚ ICVB15CPI2 - Communication- and Media Theory 3	*5*
⬚ ICVB21CPI3 - Professional Skills 6: Creation & Oration	*5*
⬚ Communication Scan	*13*
⬚ ICVB21CSC1 - Project Communication Scan	*5*
⬚ ICVB21CSC2 - Communication and Organisations Theory	*5*
⬚ ICVB21CSC3 - Professional Skills 7: Diversity, Inclusion & Languages	*3*
⬚ Internationalisation and Transition	*13*
⬚ ICVB21INT1 - Project Transition and Communication	*5*
⬚ ICVB15INT2 - Intercultural Facilitation & Change Management Theory	*5*
⬚ ICVB21INT3 - Professional Skills 8: Intercultural Facilitation & Languages	*3*
⬚ Language Development	*4*
selection of following courses	
⬚ LCK21DUI1A - German for Intermediate Students, Part 1	*2*
⬚ LCK21DUI2A - German for Intermediate Students, Part 2	*2*
⬚ LCK21FRE1A - French, Part 1	*2*
⬚ LCK21FRE2A - French, Part 2	*2*
⬚ LCK21FRE3A - French, Part 3	*2*
⬚ LCK21FRE4A - French, Part 4	*2*
⬚ LCK21ITA1A - Italian Part 1	*2*
⬚ LCK21ITA2A - Italian Part 2	*2*
⬚ LCK21NT21A - Dutch for Foreigners 1	*2*
⬚ LCK21NT22A - Dutch for Foreigners 2	*2*
⬚ LCK21NT2G1A - Dutch for German Students 1	*2*
⬚ LCK21NT2G2A - Dutch for German Students	*2*
⬚ LCK21SPA1A - Spanish for Beginners, Part 1	*2*
⬚ LCK21SPA2A - Spanish for Beginners, Part 2	*2*
⬚ LCK21SPA3A - Spanish Part 3	*2*
⬚ LCK21SPA4A - Spanish Part 4	*2*
⬚ LCK21HSK1A - Chinese Hsk1A	*2*
⬚ LCK21HSK1BA - Chinese Hsk1B	*2*
Year 3 International Communication	60
⬚ Internship	*30*
one of following courses	
⬚ Internship	*30*
⬚ ICVB21INT - Internship	*30*
⬚ Internship Abroad	*30*
⬚ ICVB21INTA - Internship Abroad	*30*
⬚ Electives	*30*
electives	
Year 4 International Communication	60
⬚ Year 4	*10*

selection of following courses

ICVB21PRJ1 - Project		*10*
ICVB21PRJE - Project Energy		*10*
ICVB21PRJI - Project Innovation Lab		*10*
Electives Theory		*5*

selection of following courses

ICVB20THY1 - Visual Communication		*5*
ICVB20THY2 - International Branding		*5*
ICVB20THY3 - Digital Marketing Communication		*5*
ICVB20THY4 - Public Affairs		*5*
ICVB20THY5 - News and Disinformation		*5*
ICVB22THY6 - Testing Communication Products		*5*
Electives Tools		*5*

selection of following courses

ICVB20TLS1 - Media Tools		*5*
ICVB20TLS2 - Digital Analytics		*5*
ICVB20TLS3 - Copywriting		*5*
ICVB22TLS4 - Facilitating Virtual Teams		*5*
ICVB20TLS5 - Social Media and Content Creation		*5*
Graduation Project		*30*

one of following courses

Graduation project		*30*
ICVB21GRA2 - Graduation Assignment		*30*
Graduation Abroad		*30*
ICVB21GAB2 - Graduation Assignment Abroad		*30*

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