Hanze

## Programme

**Qualification awarded**
Associate degree in Online Contentcreator

**Length of the programme**
24 months

**ECTS credits**
120

**Level of qualification**
Associate degree

**Mode**
Full-time

**Language**
Dutch, with parts in English

**School**
Entrepreneurship, Communication & Marketing

**Locations**
Groningen

# Online Content Creator

**Profile of the programme**

Social media is constantly growing! Platforms like Instagram, TikTok, and LinkedIn are creating a huge demand for unique content. In the Online Content Creator program, the student will learn exactly how to create this content and stand out in the digital world. The student will also get the chance to work with the latest technologies, such as AI. From day one, the student will collaborate with companies in the region and build a strong portfolio of real-world projects.
After completing this program, the student can continue to related bachelor's programs in Communication, Communication & Multimedia Design, or Commercial Economics. These programs can be completed within two years. The student can also choose a different higher education program.

Companies are continually seeking creative professionals to increase their visibility and reinforce their brand. After completing the Online Content Creator program, you can work as:
- Social Media Manager
- Content Creator
- Video Editor
- Influencer
- Marketer

**Learning outcomes**

**Competency 1: Analysis and target audience**
The student understands the content issue and identifies the organization, the target audience, and relevant market developments. The student uses the provided models, theories, and techniques and ensures reliable information. The student translates this information into appropriate design criteria for application in a professional context.

**Competency 2: Planning and Organization**
The student creates a realistic and structured plan for the implementation of a content product, event, or activity. To do this, the student uses relevant theories and tools and gathers relevant information about the target audience, measurable objectives, required budget, and required time.
Based on this, the student plans, coordinates, and manages all activities and steps necessary for implementation. This includes defining tasks, assigning responsibilities, setting deadlines, and ensuring efficient collaboration with all stakeholders.

**Competency 3: Creation and Publication**
The student knows relevant creation, design, and graphic theories, tools, established design criteria, and media channels. The student applies this knowledge to develop concepts that align with the needs and expectations of the organization and the target audience. The student elaborates the concepts, using relevant knowledge, into content.

**Competency 4: Evaluation and Optimization**
The student tests both concepts and content using relevant theories and tools. The student analyzes the collected information and translates it into relevant insights. Using these insights, the student optimizes the concept and/or content. This process is repeated until the concept or content is optimal.

**Competency 5: Personal and Professional Development.**
The student develops a professional identity by being aware of their knowledge, skills, qualities, and development points, and by actively using feedback for personal growth. The student sees opportunities, shows initiative, is decisive, and shares creative ideas. The student demonstrates these qualities in communication with fellow students, teachers, and within an organization. The student is flexible in changing environments, collaborates effectively, listens to different perspectives, and communicates purposefully.

## Programme

| **Online Content Creator** | **credits** |
|---|---|
| Year 1 | 60 |
| The profession & the target group | *30* |
| CCVA26OCC1 - The profession & the target group | *30* |
| The channel & optimal creation | *30* |
| CCVA26OCC2 - The channel & optimal creation | *30* |
| Year 2 | 60 |
| Specialisation | *30* |

- CCVA26OCC3 - Specialisation *30*
- The Content creator (Graduation) *30*
  - CCVA26OCC4 - The Content creator (Graduation) *30*

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