Hanze

Exchange-programme

Qualification awarded
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Length of the programme
5 months

ECTS credits
30

Level of qualification
Bachelor

Mode
Full-time

Language
English

School
Entrepreneurship, Communication & Marketing

Locations
Groningen

International Communication Exchange Minor The Campaign

Profile of the programme

The Campaign is aimed at developing your skills in analysing and creatively solving communication problems by means of a communication campaign. You will learn what an organisational and communication problem is and how you can research such a problem. You will develop a communication campaign for an external client and produce a number of tools (video, printed media and websites) needed to execute this campaign. All this will be done in international project groups, with students coming from all over the world.

Developing a communication policy and communication plan requires research to find out what audiences and target groups want. You will set up and carry out a research project using quantitative and qualitative research methods (from communication or marketing research). The research group will gather, select and process information about a formulated communication problem from an outside client. You will analyse the communication aspects of the problem and make a description of the target group in relation to the problem. Your findings will be put down in a written report, meant for the client.

Learning outcomes

The following competencies are developed at level 2:

1. International and intercultural communication:
1.1 The student learns and works in an international environment with international stakeholders.
1.2 The student demonstrates awareness of different (organizational) cultures and styles of communication and adjusts professional behaviour accordingly.
1.3 The student communicates orally and in writing – in the language of the programme – in a clear, target group oriented, and structured manner and is a proficient user of two languages.

2. Entrepreneurial attitude
2.1 The student demonstrates his entrepreneurial skills by a proactive attitude, thinking out of the box, building up and maintaining business relations in (international) networks to implement his ideas and independently and in a networking context translating ideas into innovative communication products based on the needs of target groups and on trends.

3. Analysing and researching:
3.2 The student performs applied research independently and methodically (following ethical guidelines for good research) and develops instrumental skills to do so.
3.3 The student applies theory and often-used professional methods in order to come up with solutions or communication interventions for organisations.

4. Advising and connecting:
4.1 The student gives well-founded advice on communication policy and communication means and contributes effectively to the organisational goals, keeping into account the budget, interests, and expectations of relevant stakeholders.
4.2 The student presents advice convincingly and accounts for the results of the advice.
4.4 The student is able to establish desired communication behaviour in people by selecting appropriate communication interventions.

5. Planning and organising:
5.1 The student makes a realistic planning for a communication project that is feasible in terms of time, money and staffing and in line with the expectations of the client.
5.2 The student executes a communication project within the time and budget available and carefully monitors the project for critical success factors.

6. Creating and implementing
6.1 The student creates concepts for media products and creates media products and actively involves stakeholders in the process.
6.2 The student creates content and media in accordance with the client’s wishes.
6.3 The student accounts for the choice of content and media.

7. Developing and reflecting:
7.1 The student creates awareness of personal (Bildung) and professional development (values) by using feedback and reflection and is conscious of his own professional conduct and the impact thereof on others.

Programme

International Communication Exchange Minor The Campaign	credits

Campaign: Policy and Draft	15
ICVB21CPD1 - Project Campaign 1	*5*
ICVB25CPD2 - 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*

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