

Communication

Programme

EC

Year 4 Communication

60

□ Project Year 4

10

selection of following courses

▫ COVB20PRJE - Project Energy

10

▫ COVB20PRJ1 - Project

10

▫ COVB20PRJl - Project Innovation Lab

10

□ Electives Theory

5

selection of following courses

▫ 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

selection of following courses

▫ 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

one of following courses

□ Graduation Project

30

▫ COVB21ASO - Graduation Assignment

30

□ Graduation Project Abroad

30

▫ COVB21ASOB - Graduation Assignment Abroad

30