

Communication

Programme

EC

Year 1 Communication

60

□ Event: Orientation to the Profession	15
▫ COVP21O0B1 - Project Event: Orientation to the Profession	5
▫ COVP14O0B2 - Communication and Organisation	5
▫ COVP22O0B3 - Professional Skills 1	5
□ Online Branding	15
▫ COVP21CIB1 - Project Online Content Marketing	5
▫ COVP14CIB2 - Marketing Communication and Research	5
▫ COVP22CIB3 - Professional Skills 2: Online Communication	5
□ Crisis & Reputation	15
▫ COVP21CPA1 - Project News Analysis and Media Advice	5
▫ COVP14CPA2 - Communication and Media Theory	5
▫ COVP21CPA3 - Professional Skills 3	5
□ Media & Entrepreneurship	15
▫ COVP22MEO - Media and Entrepreneurship	15

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