

Communication

Programme	EC
Year 1 Communication	60
□ Crisis & Reputation	15
▫ COVP16CPA1 - Project News Analysis and Media Advice	5
▫ COVP14CPA2 - Communication and Media Theory 1	5
▫ COVP18CPA3 - Communication in the Public Domain	5
□ Online Branding	15
▫ COVP16CIB1 - Project Online Content Marketing	5
▫ COVP14CIB2 - Marketing Communication and Research	5
▫ COVP18CIB3 - Professional Skills 2: Online Communication	5
□ Media & Entrepreneurship	15
▫ COVP16CCO1 - Project Mediaconcept and Pitch	5
▫ COVP14CCO2 - Entrepreneurship and Media	5
▫ COVP18CCO3 - Professional Skills 3: Entrepreneurial & Media Skills	5
□ Event: Orientation to the Profession	15
▫ COVP16OOB1 - Project The Congress	5
▫ COVP14OOB2 - Communication and Media Theory 2	5
▫ COVP18OOB3 - Professional Skills 4: Networking	3
▫ COVP17NED - Language Development: Dutch	1
▫ COVP17ENG - Language Development: English	1
Year 2 Communication	60
□ Campaign: Policy and Concept	15
▫ COVB16CBC1 - Project Campaign 1	4
▫ COVB15CBC2 - Communication Theory and Research 1	5
▫ COVB18CBC3 - Professional Skills 5: Advice	3
▫ COVB15CBC4 - Language Development 1: English 1	3
□ Campaign: Planning and Realisation	15
▫ COVB16CPR1 - Project Campaign 2	4
▫ COVB15CPR2 - Communication and Media Theory 3	5
▫ COVB18CPR3 - Professional Skills 6: Creation	3
▫ COVB15CPR4 - Language Development 2: English 2	3
□ Communication Scan	15
▫ COVB16CSC1 - Project Communication Scan	4
▫ COVB15CSC2 - Communication Theory and Research 2	5
▫ COVB18CSC3 - Professional Skills 7: Interaction	3
▫ COVB15CSC4 - Language Development 3: Dutch 1	3
□ Internationalisation and Transition	15
▫ COVB16INT1 - Project Transition and Communication	4
▫ COVB15INT2 - Communication and Media Theory 4	5
▫ COVB18INT3 - Professional Skills 8: Facilitation	3
▫ COVB15INT4 - Language Development 4: Dutch 2	3
Year 3 Communication	60
□ Internship	30
<i>one of following courses</i>	
□ Internship	30
▫ COVB18STG - Internship	29
▫ COVB16HRM - HRM 3rd Year	1
□ Internship Abroad	30
▫ COVB18STB - Internship Abroad	29
▫ COVB16HRM - HRM 3rd Year	1
□ Electives	30
<i>electives</i>	
Year 4 Communication	60
□ Project Year 4	10
<i>selection of following courses</i>	
▫ COVB20PRJE - Project Energy	10
▫ COVB20PRJ1 - Project	10
▫ COVB20PRJI - Project Innovation	10
□ Electives Theory	5
<i>selection of following courses</i>	
▫ COVB20THY1 - Visual Communication	5

▫	ICVB20THY2 - International Branding	5
▫	COVB20THY3 - Digital Marketing Communication	5
▫	ICVB20THY4 - Public Affairs	5
▫	COVB20THY5 - News and Disinformation	5
▫	Electives Tools	5
	<i>selection of following courses</i>	
▫	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
	<i>one of following courses</i>	
▫	Graduation Project	30
▫	COVB19PID - Project Initiation Document	2
▫	COVB19ASO - Graduation Assignment	25
▫	COVB19ASO2 - Presentation and Defence	2
▫	COVB19HRM4 - HRM Year 4	1
▫	Graduation Project Abroad	30
▫	COVB19PID - Project Initiation Document	2
▫	COVB19ASOB - Graduation Assignment Abroad	25
▫	COVB19ASO2 - Presentation and Defence	2
▫	COVB19HRM4 - HRM Year 4	1

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