

Communication

Programme	EC
Year 1 Communication	60
□ Crisis & Reputation	15
▫ COVP21CPA1 - Project News Analysis and Media Advice	5
▫ COVP14CPA2 - Communication and Media Theory 1	5
▫ COVP21CPA3 - Professional Skills 1: Communication in the Public Domain	5
□ Online Branding	15
▫ COVP21CIB1 - Project Online Content Marketing	5
▫ COVP14CIB2 - Marketing Communication and Research	5
▫ COVP21CIB3 - Professional Skills 2: Online Communication	5
□ Media & Entrepreneurship	15
▫ COVP21CCO1 - Project Mediaconcept and Pitch	5
▫ COVP14CCO2 - Entrepreneurship and Media	5
▫ COVP21CCO3 - Professional Skills 3: Entrepreneurial Skills	5
□ Event: Orientation to the Profession	15
▫ COVP21OOB1 - Project Event: Orientation to the Profession	5
▫ COVP14OOB2 - Communication and Media Theory 2	5
▫ COVP21OOB3 - Professional Skills 4: Networking	5
Year 2 Communication	60
□ Campaign: Policy and Concept	15
▫ COVB21CBC1 - Project Campaign 1	5
▫ COVB15CBC2 - Communication Theory and Research 1	5
▫ COVB21CBC3 - Professional Skills 5: Advice	5
□ Campaign: Planning and Realisation	15
▫ COVB21CPR1 - Project Campaign 2	5
▫ COVB15CPR2 - Communication and Media Theory 3	5
▫ COVB21CPR3 - Professional Skills 6: Creation	5
□ The Entrepreneurial Communication Professional	30
▫ COVB21DOC1 - The Entrepreneurial Communication Professional	30
Year 3 Communication	60
□ Internship	30
<i>one of following courses</i>	
□ Internship	30
▫ COVB21STG - Internship	30
□ Internship Abroad	30
▫ COVB21STB - Internship Abroad	30
□ 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
▫ COVB20PRJl - Project Innovation Lab	10
□ Electives Theory	5
<i>selection of following courses</i>	
▫ 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
<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

▫ COVB21ASO - Graduation Assignment	30
▫ Graduation Project Abroad	30
▫ COVB21ASOB - Graduation Assignment Abroad	30

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