

Vak: Communication- and Research Theory 1

credits: 5

Vakcode	ICVB15CPD2	Werkvormen	Hoorcollege
Naam	Communication- and Research Theory 1		Werkcollege
Studiejaar	2022-2023	Toetsen	Communication- and Research Theory 1 -
ECTS credits	5		Computer, organisatie ToetsCentrum
Taal	Engels		
Coördinator	K.F. Drozd		

Leeruitkomsten

Competences

Programme learning outcomes (PLO) at level 2

Junior professionals:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.

Test for which the PLO applies

Not Applicable (N/A)

1. Context & strategy

1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.

N/A

1. Target group & behaviour

1. Conduct applied research in a methodological way and use suitable research methods.

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1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

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1. Account for communication interventions based on knowledge, theory and research insights.

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1. Concept & creation

1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.

Inhoud

In the conceptual line communication theories and research skills from year 1 are deepened and broadened. Theories related to campaign development are offered. The student learns to select relevant theories. At the same time students study and learn to apply the first two phases of design research (orientation and analysis) with the aim of designing a campaign.

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

N/A

1. Create relevant content tailored to the concept and the organisation's goals.

N/A

1. Planning & organisation

1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.

N/A

1. Persuasion & commitment

1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.

N/A

1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

N/A

1. Connection & facilitation

1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.

N/A

1. Recognise opportunities, develop initiatives and dare to experiment.

N/A

Opgenomen in opleiding(en)

International Communication Exchange Minor The Campaign
International Communication

School(s)

Instituut voor Communicatie, Media & IT

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