

Vak: Professional Skills 6: Creation & Oration

credits: 5

Vakcode	ICVB21CPI3	Werkvormen	Practicum / Training
Naam	Professional Skills 6: Creation & Oration	Toetsen	Advisory Skills 6 - Overige toetsing
Studiejaar	2022-2023		Language 6 - Overige toetsing
ECTS credits	5		
Taal	Engels		
Coördinator	L.T. Stoica		

Leeruitkomsten

Competences

Programme learning outcomes (PLO) at level 2 Junior professionals:

Test for which the PLO applies

Inhoud

Advisory Skills 6 focuses on (1) copywriting or creating written content for specific international audiences, (2) presentations of communication products to clients and client interaction with the goal of eliciting feedback and defending own choices, and (3) preparation for internship applications (for study year 3).

1. Concept & creation

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

Advisory Skills 6

Language 6 focuses on verbal language proficiency via speeches created for and adapted to specific target groups. This includes (1) good preparation, practice in public speaking and building a good structure in argumentation, (2) attention to English vocabulary, idiom, pronunciation, articulation and intonation, and (3) attitude and body language.

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.

Advisory Skills 6

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

Advisory Skills 6 Language 6

Opgenomen in opleiding(en)

International Communication Exchange Minor The Campaign
International Communication

School(s)

Instituut voor Communicatie, Media & IT