

Vak: Project Communication Scan

credits: 5

Vakcode	ICVB21CSC1	Werkvormen	Opdracht Projectonderwijs
Naam	Project Communication Scan	Toetsen	Communication Scan - Project - Overige toetsing
Studiejaar	2022-2023		Visual Communication 7 - Overige toetsing
ECTS credits	5		
Taal	Engels		
Coördinator	F. Romagnoli		

Leeruitkomsten

Competences

Programme learning outcomes (PLO) at level 2

Test for which the PLO applies

Junior professionals:

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

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.

Communication Scan - Project

1. Target group & behaviour

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

Not Applicable
(N/A)

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

Communication Scan - Project

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

Communication Scan - Project

1. Concept & creation

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

Visual Communication 7

Inhoud

Communication Scan - Project/Product:

Communication makes an important contribution to the ambitions of an organization that operates in a changing world. Communication professionals can be called to facilitate organizational changes through internal and external communication. Internal communication and change communication are essential to foster an organizational culture that supports the desired organizational change.

The students, in teams, investigate the ambitions of the project client. They critically review the internal environment of the organization using relevant theoretical models as a foundation for their argument. The students evaluate also the communication with external stakeholders impacted by the desired organizational change as well as possible external factors that could impact the organization.

The students produce a report on the state of affairs of the organization as the fundament for the communication advice that they will produce in the next block.

Visual Communication 7:

At the end of this block students will create a visual value canvas based upon their role and tasks within a creative production team.

organisation's goals.

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.

Visual Communication
7

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.

Communication Scan - Project

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)

Int. Comm. Exchange Minor Organisations and Change Comm.
International Communication

School(s)

Instituut voor Communicatie, Media & IT

