

Vak: Communication and Organisations Theory

credits: 5

Vakcode	ICVB21CSC2	Werkvormen	Gastcollege
Naam	Communication and Organisations Theory		Hoorcollege
Studiejaar	2022-2023		Werkcollege
ECTS credits	5		
Taal	Engels	Toetsen	Communication and Organisations Theory - Computer, organisatie ToetsCentrum
Coördinator	E.A. Mingardo		

Leeruitkomsten

Competences

Programme learning outcomes (PLO) at level 2

Test for which the PLO applies

Inhoud

It is of great importance for communication professionals to have insight into organizational changes and communicative processes within organizations.

1. Context & strategy

Junior professionals:

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

Communication and Organisations Theory

The student acquires knowledge and insight into the communicative processes of organizations, especially in an international context. The student learns to analyze changes with the help of concepts from corporate communication theory and internal communication theory (mission, vision, organizational identity, reputation and image). The student acquires knowledge and insight into the theories on leadership styles and development of organizations and applies this knowledge. The student also learns to look into the wider context of an organisation and assess how different external factors can influence communication using relevant knowledge from the areas of research, economics and politics.

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 and Organisations Theory

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.

N/A

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

Communication and Organisations Theory

1. Concept & creation

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

N/A

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.

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)

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

School(s)

Instituut voor Communicatie, Media & IT

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