

## Vak: Professional Skills 7: Diversity, Inclusion & Languages

credits: 3

<b>Vakcode</b>	ICVB21CSC3	<b>Werkvormen</b>	Practicum / Training
<b>Naam</b>	Professional Skills 7: Diversity, Inclusion & Languages	<b>Toetsen</b>	Prof. Skills 7 - Overige toetsing
<b>Studiejaar</b>	2022-2023		
<b>ECTS credits</b>	3		
<b>Taal</b>	Engels		
<b>Coördinator</b>	T.I. Voaides		

### Leeruitkomsten

Competences	Programme learning outcomes (PLO) at level 2 Junior professionals:	Test for which the PLO applies	Inhoud
1. <b>Context &amp; strategy</b>	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Not Applicable (N/A)	In this block, advisory skills are focussed upon intercultural communication. The emphasis is on dealing with intercultural differences and communication means in which students show they can take these differences into account.
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.	<b>Prof. Skills 7</b>		The students participate in an online intercultural competence test (IDI scan) and develop an intercultural development plan based on this test.
1. <b>Target group &amp; behaviour</b>	1. Conduct applied research in a methodological way and use suitable research methods.	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.	<b>Prof. Skills 7</b>		
1. Account for communication interventions based on knowledge, theory and research insights.	N/A		
1. <b>Concept &amp; creation</b>	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	N/A	
1. Choose appropriate channels and (digital) tools in order to deliver communication	N/A		

suitable for the target group.

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.

#### Prof. Skills 7

#### 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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