

Vak: Project

credits: 10

Vakcode	ICVB21PRJ1	Werkvormen	Intervisie
Naam	Project		Opdracht
Studiejaar	2022-2023		Probleem gestuurd onderwijs
ECTS credits	10		Projectonderwijs
Taal	Engels		Supervisie
Coördinator	E.A. Mingardo	Toetsen	Intercultural Communication - Overige toetsing
			Project - Overige toetsing

Leeruitkomsten

Competences		Level 3 (final project phase)	Where assessed?	Inhoud
Programme learning outcomes Junior professionals:		Programme learning outcomes Junior professionals:		The Project in year 4 is the last project module offered by the Bachelor of International Communication before the Graduation Assignment. The assignments are based on a real-life marketing communication, entry mode challenges or internal branding issues which need immediate solution involving numerous stakeholders.
1. Context & strategy	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Analyse relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	Project Y4	In all cases, students work in project groups in close cooperation with professional clients. The assignments are based on current challenges and/or opportunities experienced by the clients, and require a proactive mind-set. In addition to carrying out research with the purpose of developing strategic solutions for communication issues that the organisation is facing, students are also challenged to bridge multiple interests and to become acquainted with new learning contexts and roles.
	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.	Monitor recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.		ICC: Students, in their communication consulting role, will explore determinant cultural aspects linked to the client assignment (project) and test their own assumptions and biases while training specific intercultural competences: how to use frameworks for cross-cultural research, how to deal with resistance in assignment negotiations, how to persuade during client presentations, how to communicate (written and oral) with international clients and stakeholders.
1. Target group & behaviour	1. Conduct applied research in a methodological way and use suitable research methods.	Conduct research in a methodological way, use suitable research methods and evaluate the research.	Project Y4 + ICC	
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect professional product.	Evaluate the needs, wishes and (inter)cultural factors of all relevant stakeholders, and translate them into a professional product.	Project Y4 + ICC		

	the behaviour of the target group.		
1. Account for communication interventions based on knowledge, theory and research insights.	Assess insights from knowledge and theory in order to support effective communication interventions.	Project Y4 + ICC	
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.	Develop a creative concept using creative methods and techniques, and account for the extent to which the concept is suitable for the target group as well as the organisation's goals.	Project Y4
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	Account for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	Project Y4	
1. Create relevant content tailored to the concept and the organisation's goals.	Create relevant content and/or a prototype of a professional product , and substantiate the way that it is/they are tailored to the organisation's goals.	Project Y4	
1. Planning & organisation	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	Design the communication plan for and organise the implementation of a complex professional product , 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.	Advise on the organisation's communication, taking into account the organisation's goals and communication strategy in a complex context .	Project Y4 + ICC
1. Communicate[1] orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	Communicate orally and in writing in a correct, target group-oriented, business-like and convincing manner , and are able to explain their points of view in both internal and external communication.	Project Y4 + ICC	

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.	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 requirement.	N/A
	1. Recognise opportunities, develop initiatives and dare to experiment.	Are able to think out of the box , experiment and create or co-create novel solutions.	

Opgenomen in opleiding(en)

International Communication

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