Vak: Testing Communication Products   credits: 5

Vakcode	ICVB22THY6	**Werkvormen**	Werkcollege
Naam	Testing Communication Products	**Toetsen**	Testing Communication Products - Overige toetsing
Studiejaar	2022-2023		
ECTS credits	5		
Taal	Engels		
Coördinator	L.T. Stoica		

Leeruitkomsten

Competences	Programme learning outcomes (PLO) at level 3 Junior professionals:	Test for which the PLO applies
1. **Context & strategy**	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Not applicable (N/A)
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.		N/A
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	**Testing Communication Products**
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	**Testing Communication Products**	
1. Account for communication interventions based on knowledge, theory and research insights.		N/A
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.	N/A

Inhoud

Prototype testing is essential in delivering a good communication product. The right kind of testing can help communication professionals design products that help clients reach their goals, products that can rally people around one cause, products that can change the world. This elective is designed to take students on an insightful path starting with testing given prototypes with choosing relevant sample sizes and appropriate methods continuing with basic data analysis and interpretation (with easy-to-use statistics), and implementing improvements to the design of the prototype to reach the final evidence-based product.

The road to good communication products is paved with valid and reliable research strategies, for example:

- What methods are best suited to test our prototypes?
- What questions will generate data from the target group to improve our prototypes?
- What target groups will provide us with the most insightful and reliable opinions?
- How can we use data from the target audience to improve communication products?
- How can we create evidence-based solutions for our clients?

At the end of this elective students will be better equipped to make informed, well-argued, evidence-based decisions about research strategies and testing in order to deliver well-designed products to their clients.

Key words: prototype, design requirements, testing, sampling, data analysis, basic statistics, data interpretation, design improvement, implementation.

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.	**Testing Communication Products**		
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)

Communicatie
International Communication

School(s)

Instituut voor Communicatie, Media & IT