

Vak: Project Media concept and Pitch

credits: 5

Vakcode	ICVP21CCO1	Werkvormen	Opdracht Projectonderwijs
Naam	Project Media concept and Pitch	Toetsen	Media concept and Pitch - Project - Overige toetsing Visual Communication 3 - Overige toetsing
Studiejaar	2022-2023		
ECTS credits	5		
Taal	Engels		
Coördinator	H. Kiisa-Nijbroek		

Leeruitkomsten

The following learning outcomes are developed at level 1:

- 1.1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.
- 2.4. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.
- 3.8. Create relevant content tailored to the concept and the organisation's goals.

Inhoud

Entrepreneurship deals with self-exploration of one's own entrepreneurial consultancy qualities. This means the student will be developing his own entrepreneurial idea and test it in the communication market. As a start-up consultant, he will be learning how to make basic strategic, marketing and financial decisions that are involved in setting up a communication consultancy from scratch.

The student will network and test his ideas with other international consultants.

While working on the business plan, the following components are covered:

- analysis of the student's strengths and weaknesses based on a self-test; self-knowledge is also an essential part of personal branding.
- developing of his own entrepreneurial idea and subsequently conduct international market research.
- learning and applying strategic marketing tools to analyze the international communication market and monitor trends.
- applying the basic 7P and TOWS marketing concepts.
- applying basic financial tools (Costs evaluation, Budgeting and Pricing).

In his/her role as a start-up freelance communication advisor the student first develops an entrepreneurial idea based on self-knowledge and his own expertise in communication and market research.

In **Visual Communication**, the student produces his/her own personal branding video.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT