

Vak: Professional Skills 2: Online Communication

credits: 5

Vakcode	ICVP21CIB3	Werkvormen	Opdracht
Naam	Professional Skills 2: Online Communication		Practicum / Training
Studiejaar	2022-2023	Toetsen	Advisory Skills 2 - Overige toetsing
ECTS credits	5		Language 2 - Overige toetsing
Taal	Engels		PPD 2 - Overige toetsing
Coördinator	J.J. Kremers		

Leeruitkomsten

The following learning outcomes are developed at level 1:

- 2.4. The student learns to investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affects the behaviour of the target group
- 3.8. The student learns to create relevant content tailored to the concept and the organisation's goals.
- 5.11. The student learns to communicate orally and in writing in a correct, target group oriented, business-like and concise manner, and consequently create commitment.

Inhoud

In Professional Skills 2, the student continues to work on both writing and oral skills. Conversational skills are developed by conducting interviews and by having an intake interview in the project. The student learns to communicate in a clear, target group oriented, and structured manner. In ICC sessions, the student builds further on giving feedforward (on a group process), and we discuss various communication styles

In Language 2, the student learns to write web content and effective summaries.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT