

Vak: Professional Skills 1: Communication in the Public Domain

credits: 5

Vakcode	ICVP21CPA3	Werkvormen	Opdracht
Naam	Professional Skills 1: Communication in the Public Domain		Practicum / Training
Studiejaar	2022-2023	Toetsen	Advisory Skills 1 - Overige toetsing
ECTS credits	5		Language 1 - Overige toetsing
Taal	Engels		PPD 1 - Overige toetsing
Coördinator	J.J. Kremers		

Leeruitkomsten

The following learning outcomes are developed at level 1:

3.8 Concept and Creation. The student learns to create relevant content tailored to the concept and the organisation's goals.

5.11.Persuasion and Commitment: The student learns to communicates orally and in writing in a correct, target group oriented, business-like and concise manner, and consequently create commitment.

Inhoud

Professional Skills 1 focusses on professional and academic writing (level B2). Students write a mini essay focusing on the 5 "C" principles of academic writing, as well as a professional letter. Students also learn feedforward skills and practice with basic steps of effective presentations (verbal skills). In lessons on ICC, students are introduced to intercultural competence, culture and the models of Hall & Hall and Kluckhohn.

In Language 1 students write mini essays and practice with letter writing. They also practice writing press releases and learn how to write a good advice.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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