Hanze

Vak: Project Campaign 1 — credits: 5

Vakcode	ICVB21CPD1
Naam	Project Campaign 1
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	T.I. Voaides
Werkvormen	Opdracht Projectonderwijs
Toetsen	Campaign 1 - Project - Overige toetsing Visual Communication 5 - Overige toetsing

Leeruitkomsten

Competences	**Programme learning outcomes (PLO) level 2 Junior professionals:**	**Test for which the PLO applies**
1. **Concept & creation**	1. Elaborate on a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Visual Communication 5**
1. Create relevant content tailored to the concept and the organisation's goals.	**Visual Communication 5**	
1. **Planning & organisation**	1. Plan and organize the design of a behaviour change communication campaign by applying the first three steps of the design thinking process—Empathize, Define, and Ideate—by taking into account the needs of the client, the target group and relevant stakeholders.	**PROJECT Campaign 1**
1. **Persuasion & Commitment**	10. Advise on the organisation's communication as an internal and/or external adviser/ consultant, taking into account the organisation's communication strategy. 11. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**PROJECT Campaign 1**
1. **Persuasion & commitment**	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.	**PROJECT Campaign**

Inhoud

Project - Campaign Design - Behaviour Change
Public and private organizations constantly seek to engage their audiences and communicate effectively to influence behaviours. Whether promoting sustainability, ethical consumption, workplace safety, or social responsibility, designing impactful communication campaigns is key to driving behavioural change.
In this course, students take on the role of communication consultants, working on real assignments from clients facing a communication challenge. The focus is on designing creative and strategic campaigns that encourage a shift in behaviour—ranging from responsible consumer choices to environmental awareness or civic engagement.
Collaboration is at the heart of the course. Students work in teams, inspire each other, apply diverse expertise, and use Design Thinking techniques to develop innovative campaign solutions.

Visual Communication 5:
The students create individually a corporate identity mock-up and website design for their own communication agency.

	13: Develop initiatives and demonstrate a proactive attitude.	**PROJECT Campaign**	

Opgenomen in opleiding(en)

International Communication
International Communication Exchange Minor The Campaign

School(s)

Instituut voor Communicatie, Media & IT

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