Vak: Professional Skills 1: Communication Professional — credits: 5

Vakcode	ICVP25OTP3
Naam	Professional Skills 1: Communication Professional
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	P.C.M. Swieringa
Werkvormen	Opdracht Practicum / Training
Toetsen	Advisory Skills 1 - Overige toetsing Language 1 - Computer, organisatie ToetsCentrum

Leeruitkomsten

The following learning outcomes are developed at level 1:
1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.
4. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.
11. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

Inhoud

Students will get acquainted with the concepts ‘culture’ and ‘subculture’, and have to describe their own subculture. Basic networking skills will be introduced, which includes an introduction to LinkedIn and an interview with a communication professional that they themselves conduct and analyze.

In language focus will be on writing for the communication professional and a mini-essay.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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