Vak: Communication- and Media Theory 1 — credits: 5

Vakcode	ICVP14OTP2	**Werkvormen**	Gastcollege Hoorcollege Werkcollege
Naam	Communication- and Media Theory 1		
Studiejaar	2026-2027		
ECTS credits	5		
Taal	Engels	**Toetsen**	Communication- and Media Theory 1 - Computer, organisatie ToetsCentrum
Coördinator	M.R. Wegman		

Leeruitkomsten

The following learning outcomes are developed at level 1:

2. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.

5. Account for communication interventions based on knowledge, theory and research insights.

Inhoud

Do all communication professionals operate in the same way? What do they do exactly? Are the tasks and activities of a communication professional dependent on the type of organisation they work for? How and who decides on what tasks to set effective communication professionals?

This course module will provide the student with a theoretical platform in order to try and answer these questions. We will be exploring the different forms of communication (e.g. marketing communication, public affairs, public relations, information, education). The student will also be taught basic terms and definitions from economics and research to enable him/her to say something useful as to why businesses behave the way they do and the role of the communication professional within that context.

Opgenomen in opleiding(en)

International Communication

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