Vak: Project Issue Analysis and Media Advice — credits: 5

Vakcode	ICVP21CPA1
Naam	Project Issue Analysis and Media Advice
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	E.A. Mingardo
Werkvormen	Opdracht Projectonderwijs
Toetsen	Issue Analysis and Media Advice - Project - Overige toetsing Visual Communication 3 - Overige toetsing

Leeruitkomsten

For the **Project**, 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
3. Conduct applied research in a methodological way and use suitable research methods.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy

For **Visual Communication**, the following learning outcomes are developed at level 1:
6. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.
8. Create relevant content tailored to the concept and the organisation's goals.

Inhoud

The role and function of the communication adviser is changing drastically. The changing role of communication and media correlates with developments in society. Organisations are not single entities, but operate in a dynamic environment. Social issues are formed easily, partially due to the influence of online communication. Organizations should respond quickly and adequately to issues. If they fail to do so, issues can result in crises that will have serious consequences for the organization’s reputation.

During the **Project** component, students analyze an issue in groups and will be introduced to two core tasks: issues management and dealing with the media. Project tasks include monitoring and analysing the media, researching issues, investigating the interests of various important stakeholders and the way they frame issues, analyzing the external environment, understanding news angles and creating media advice for an organization.

This advice also contains a visualization. Therefore, during the **Visual Communication** component, the student learns about using different tools to be able to design a visualisation fitting with the media advice.

Opgenomen in opleiding(en)

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