Vak: Professional Skills 3: Media relation skills — credits: 5

Vakcode	ICVP25CPA3
Naam	Professional Skills 3: Media relation skills
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	P.C.M. Swieringa
Werkvormen	Opdracht Practicum / Training
Toetsen	Advisory Skills 3 - Overige toetsing Language 3 - 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.
5. Account for communication interventions based on knowledge, theory and research insights.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.
11. Persuasion and Commitment: Communicate orally and in writing in a correct, target group-oriented, business-like manner, and consequently create commitment

Inhoud

The student researches a topic of their choice concerning global citizenship and delivers an effective presentation. For this presentation, there is more emphasis on the use of research and argumentation, as well as the use of visual aids.

Furthermore, the student learns about debating techniques, does research on a proposition and either defends or supports the proposition in a debate.

In Language students learn how to write a press release (linked to the organization of their project) and letter writing skills will be taught.

Opgenomen in opleiding(en)

International Communication

School(s)

Ondernemen, Communicatie & Marketing

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