Vak: Master Graduation Project — credits: 30

Vakcode	LCVM20MIC13
Naam	Master Graduation Project
Studiejaar	2026-2027
ECTS credits	30
Taal	Engels
Coördinator	M.H. van Dijk
Werkvormen	Afstudeeropdracht internationaal Intervisie Supervisie Zelfstudie
Toetsen	Master Graduation Project - Overige toetsing

Leeruitkomsten

PLO A1: Creates communication strategies that convey organisational values, strategic directions, and priorities, while addressing the interests of diverse stakeholders.
PLO A2: Engages with diverse stakeholders by demonstrating contextual awareness and responding appropriately.
PLO B3: Designs, conducts, and critically reviews (online) communication research to underpin communication strategies and tactics, as part of decision-making and with relevance to professional practice.
PLO B4: Uses (social) media analytics and research methodologies to translate data into actionable insights to improve communication outcomes.
PLO C5: Analyses complex communication challenges and identifies strategic opportunities to address them effectively.
PLO C6: Integrates knowledge and diverse perspectives to develop original solutions that improve communication outcomes.
PLO D7: Evaluates communication strategies to align with organizational goals and societal expectations, ensuring relevant and effective communication outcomes.
PLO D8: Combines complex concepts and behavioral insights, to evaluate stakeholder needs in varied settings.
PLO E9: Demonstrates continuous, self-directed learning and leadership development across diverse settings.
PLO E10: Critically reflects on ethical communication leadership roles to meet professional standards

Inhoud

The 30 EC Graduation Project (years 2, blocks 1 and 2) marks the end of the master’s degree and demonstrates students’ ability to work in an international environment.

Students will:

- Work independently and self-initiate the direction and parameters of their project.
- Handle unpredictability in complex international contexts.
- Produce a research report and a professional communication strategy satisfying the client's communication needs and the criteria of a professional master's program.

In this 30 EC semester (year 2, blocks 1 and 2), students demonstrate their competence as Strategic Leaders in International Communication.

In the Graduation Project, students select one of four professional roles and secure an international project with an organisation, referred to as the client. Students will create a research report and a professional communication strategy, aligned with master 's-level standards to lead strategic communication in complex real-world settings. Throughout the project, students receive ongoing expert academic coaching. The final assessment includes a portfolio and a competency-based interview.

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Opgenomen in opleiding(en)

International Communication

School(s)

Ondernemen, Communicatie & Marketing

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