Hanze

Opleiding

Toegekend diploma
Master of Arts

Programmaduur
18 maanden

ECTS credits
90

Niveau eindkwalificatie
Master

Vorm
Voltijd

Taal
Engels

School
Ondernemen, Communicatie & Marketing

Locaties
Groningen

International Communication

Programmabeschrijving

MIC graduates are well-rounded international and intercultural communicators, known for their creativity, reflective professional attitude, and high levels of criticality and strategic thinking. MIC graduates demonstrate leadership capabilities needed to work at expert managerial or consultancy levels. They are able to bring a global perspective to the challenges and the opportunities of the digital and the sustainable society. They embrace complexity, anticipate future change and propose innovative solutions to open-ended (emerging) communication problems, using various perspectives from different disciplines.

The Master Program identifies five professional competences, based on the Global Capability Framework for the Public Relations and Communication Management Profession[1]. These five competences serve as a standard that specifies the desired abilities required to perform tasks as an international communication professional at the (senior) managerial or consultancy level. To each competency two learning outcomes have been identified, that clearly express what the student will be able to do at the completion of the program to meet the required competency. The ten program learning outcomes will be developed in a professional context where the students take up professional roles and perform professional tasks. During the first two semesters these roles are: corporate communication consultant, strategic brand manager, international change maker or international facilitator. During the third semester the student selects one of four roles when completing a master thesis for an organization

[1] Fawkes, J. (2018) et.al. A global Capability Framework for the Public Relations and Communication Management Profession. Global Alliance for Public Relations and Communication Management (GA) Research Report.

Leeruitkomsten

International and Intercultural communication
The student shows a high level of global awareness and intercultural sensitivity, facilitates relationships, helps an organization to build trust with multiple stakeholders and sees the bigger picture- globally, socially, culturally, technologically and economically.

Critical thinking & Research
The student demonstrates the ability to think critically, by using research insights based on the systematic, gathering, analysis and evaluation of data and information to improve communication outcomes.

Problem Solving & Innovation
The student will be able to solve complex open-ended communication problems, integrate knowledge from various disciplines, applies creative thinking skills* and includes innovation as part of the decision making process.

Strategic Thinking
The student demonstrates the ability to think strategically by understanding communication at the managerial and the consultancy level and by aligning communication with purpose and values of the organization in light of societal expectations.

(Reflective) Professionalism
The student displays appropriate professional attitude and behavior and works within an ethical framework.

Programma

International Communication	**credits**
Year 1 International Communication	60
Corporate Communication Consultant	*15*
LCVM21MIC01 - Corporate Communication Consultant	*15*
Strategic Brand Manager	*15*
LCVM21MIC02 - Strategic Brand Manager	*15*
Issues&Crisis Communication Strategist	*15*
LCVM21MIC03 - Issues & Crisis Communication Strategist	*15*
Behaviour Change Facilitator	*15*
LCVM21MIC04 - Behaviour Change Facilitator	*15*
Year 2 International Communication	30
Graduation Semester	*30*
keuze uit onderstaande vakken	
LCVM20MIC13 - Master Graduation Project	*30*

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