

International Communication

Programma

EC

Year 1 International Communication	60
□ Crisis & Reputation	15
▫ ICVP21CPA1 - Project Issue Analysis and Media Advice	5
▫ ICVP14CPA2 - Communication- and Media Theory 1	5
▫ ICVP21CPA3 - Professional Skills 1: Communication in the Public Domain	5
□ Online Branding	15
▫ ICVP21CIB1 - Project Online Content Marketing	5
▫ ICVP14CIB2 - Marketing Communication and Research	5
▫ ICVP21CIB3 - Professional Skills 2: Online Communication	5
□ Media & Entrepreneurship	15
▫ ICVP21CCO1 - Project Media concept and Pitch	5
▫ ICVP14CCO2 - Entrepreneurship and Media	5
▫ ICVP21CCO3 - Professional Skills 3: Entrepreneurial and Media Skills	5
□ Orientation to the Profession	15
▫ ICVP21OTP1 - Project Meet Your Future	5
▫ ICVP14OTP2 - Communication- and Media Theory 2	5
▫ ICVP21OTP3 - Professional Skills 4: Networking	5
Year 2 International Communication	60
□ Campaign: Policy and Draft	15
▫ ICVB21CPD1 - Project Campaign 1	5
▫ ICVB15CPD2 - Communication- and Research Theory 1	5
▫ ICVB21CPD3 - Professional Skills 5: Consultancy & Argumentation	5
□ Campaign: Planning and Implementation	15
▫ ICVB21CPI1 - Project Campaign 2	5
▫ ICVB15CPI2 - Communication- and Media Theory 3	5
▫ ICVB21CPI3 - Professional Skills 6: Creation & Oration	5
□ Communication Scan	13
▫ ICVB21CSC1 - Project Communication Scan	5
▫ ICVB21CSC2 - Communication and Organisations Theory	5
▫ ICVB21CSC3 - Professional Skills 7: Diversity, Inclusion & Languages	3
□ Internationalisation and Transition	13
▫ ICVB21INT1 - Project Transition and Communication	5
▫ ICVB15INT2 - Intercultural Facilitation & Change Management Theory	5
▫ ICVB21INT3 - Professional Skills 8: Intercultural Facilitation & Languages	3
□ Language Development	4
<i>keuze uit onderstaande vakken</i>	
▫ LCK21DUI1A - Duits, deel 1	2
▫ LCK21DUI2A - Duits voor gevorderden, deel 2	2
▫ LCK21FRE1A - French, Part 1	2
▫ LCK21FRE2A - French, Part 2	2
▫ LCK21FRE3A - French, Part 3	2
▫ LCK21FRE4A - French, Part 4	2
▫ LCK21ITA1A - Italiaans, deel 1	2
▫ LCK21ITA2A - Italiaans voor beginners, deel 2	2
▫ LCK21NT21A - Dutch for foreigners, Nederlands NT2, part 1	2
▫ LCK21NT22A - Dutch for foreigners, Nederlands NT2, part 2	2
▫ LCK21NT2G1A - Dutch for German Students, Nederlands NT2, part 1	2
▫ LCK21NT2G2A - Dutch for German Students, Nederlands NT2, part 2	2
▫ LCK21SPA1A - Spaans voor beginners deel 1	2
▫ LCK21SPA2A - Spaans voor beginners, deel 2	2
▫ LCK21SPA3A - Spaans voor gevorderden, deel 3	2
▫ LCK21SPA4A - Spaans voor gevorderden, deel 4	2
▫ LCK21HSK1A - Chinese Hsk1A	2
▫ LCK21HSK1BA - Chinese Hsk1B	2
Year 3 International Communication	60
□ Internship	30
<i>één van de onderstaande onderdelen</i>	
□ Internship	30
▫ ICVB21INT - Internship	30
□ Internship Abroad	30
▫ ICVB21INTA - Internship Abroad	30

□ Electives	30
<i>vrije keuzeruimte</i>	
Year 4 International Communication	60
□ Year 4	10
<i>keuze uit onderstaande vakken</i>	
▫ ICVB21PRJ1 - Project	10
▫ ICVB21PRJE - Project Energy	10
▫ ICVB21PRJI - Project Innovation Lab	10
□ Electives Theory	5
<i>keuze uit onderstaande vakken</i>	
▫ ICVB20THY1 - Visual Communication	5
▫ ICVB20THY2 - International Branding	5
▫ ICVB20THY3 - Digital Marketing Communication	5
▫ ICVB20THY4 - Public Affairs	5
▫ ICVB20THY5 - News and Disinformation	5
▫ ICVB22THY6 - Testing Communication Products	5
□ Electives Tools	5
<i>keuze uit onderstaande vakken</i>	
▫ ICVB20TLS1 - Media Tools	5
▫ ICVB20TLS2 - Digital Analytics	5
▫ ICVB20TLS3 - Copywriting	5
▫ ICVB22TLS4 - Facilitating Virtual Teams	5
▫ ICVB20TLS5 - Social Media and Content Creation	5
□ Graduation Project	30
<i>één van de onderstaande onderdelen</i>	
□ Graduation project	30
▫ ICVB21GRA2 - Graduation Assignment	30
□ Graduation Abroad	30
▫ ICVB21GAB2 - Graduation Assignment Abroad	30

share your talent. move the world.

De ECTS onderwijscatalogus van de Hanzehogeschool Groningen wordt met de grootst mogelijke zorg samengesteld. Het is echter mogelijk dat de inhoud van de catalogus -en de daarin vervatte informatie- verouderd, incompleet of onjuist is. Aan de inhoud van de catalogus kunnen dan ook geen rechten worden ontleend.