

Course: Project Campaign 1

credits: 5

Course code	ICVB21CPD1	Modes of delivery	Assignment
Name	Project Campaign 1		Project-based learning
Study year	2026-2027	Assessments	Campaign 1 - Project - Other assessment
ECTS credits	5		Visual Communication 5 - Other assessment
Language	English		
Coordinator	F. Romagnoli		

Learning outcomes

Competences	Programme learning outcomes (PLO) level 2 Junior professionals:	Test for which the PLO applies
1. Concept & creation	1. Elaborate on a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	Visual Communication 5
1. Create relevant content tailored to the concept and the organisation's goals.	Visual Communication 5	
1. Planning & organisation	1. Plan and organize the design of a behaviour change communication campaign by applying the first three steps of the design thinking process—Empathize, Define, and Ideate—by taking into account the needs of the client, the target group and relevant stakeholders.	PROJECT Campaign 1
1. Persuasion & Commitment	10. Advise on the organisation's communication as an internal and/or external adviser/ consultant, taking into account the organisation's communication strategy.	PROJECT Campaign 1
1. Persuasion & commitment	11. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	
	1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.	PROJECT Campaign

Content

Project - Campaign Design - Behaviour Change

Public and private organizations constantly seek to engage their audiences and communicate effectively to influence behaviours. Whether promoting sustainability, ethical consumption, workplace safety, or social responsibility, designing impactful communication campaigns is key to driving behavioural change.

In this course, students take on the role of communication consultants, working on a project for a client facing a communication challenge. The focus is on designing creative and strategic campaigns that encourage a shift in behaviour—ranging from responsible consumer choices to environmental awareness or civic engagement.

Collaboration is at the heart of the course. Students work in teams, inspire each other, apply diverse expertise, and use Design Thinking techniques to develop innovative campaign solutions.

Visual Communication 5:

The students create individually a corporate identity mock-up and website design for their own communication agency.

13: Develop initiatives and demonstrate a proactive attitude.

**PROJECT
Campaign**

Included in programme(s)

International Communication

International Communication Exchange Minor The Campaign

School(s)

Entrepreneurship, Communication & Marketing

share your talent. move the world.

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