

Course: Professional Skills 3: Media relation skills**credits: 5**

Course code	ICVP25CPA3	Modes of delivery	Assignment Practical / Training
Name	Professional Skills 3: Media relation skills	Assessments	Advisory Skills 3 - Other assessment Language 3 - Computer, organised by STAD examinations
Study year	2026-2027		
ECTS credits	5		
Language	English		
Coordinator	P.C.M. Swieringa		

Learning outcomes

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

Content

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.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing