Hanze

Programme

Qualification awarded
Bachelor of Arts

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
Dutch, with parts in English

School
Entrepreneurship, Communication & Marketing

Locations
Groningen

Communication

Profile of the programme

The Communication programme educates junior communication professionals who can solve complex communication problems of organizations.
Graduates of the Communication programme are employed by the businesses, by governmental organizations, at communication consultancy firms or can start working as an independent entrepreneur.
The graduates have broad knowledge and skills in the field of communication, ready for a career in a wide range of areas: marketing communication, branding, public relations, corporate communication and public affairs.
The graduates are capable of connecting people and organizations, they have an international mindset and are open to change and cultural diversity. These communication professionals have an entrepreneurial attitude and adapt easily to an unknown situation and can quickly acquire required knowledge and skills.

Learning outcomes

Competency 1: Organization, context and strategy
The student analyses, understands, and monitors the organisation, its strategy and the (international/intercultural) context in which it operates as well as developments in the professional field and translates these insights into implications for communication.

Competency 2: Target group and behavior
The student collects and analyses data about the relevant (international / intercultural) target group(s) using suitable methods and resources in order to understand their behaviour, needs and wishes, and the factors that affect them, and translates these insights into implications for communication.

Competency 3: Concept and creation
The student creates communication products or interventions for selected channels on the basis of a described strategy, elaborated concept and selected channels and accounts for the suitability and quality of these interventions and related content for the organisation, its context and its target group.

Competency 4: Planning and organization
The student is able to achieve clearly formulated objectives through project-based planning, within a certain budget (and other resources) and organises and coordinates the process between different parties, disciplines/departments, while playing a pivotal role in media productions and media planning.

Competency 5: Persuasion and commitment
The student communicates persuasively and empathetically, and tailors messages/advice, by utilising effective communication tactics, and demonstrating critical thinking. The student is able to influence behaviour, advocate for positions, and achieve desired outcomes while adhering to ethical communication principles.

Competency 6: Connection and facilitation
The student considers and facilitates different perspectives (stakeholders, TG, etc.) while fostering collaboration and bridging ideas. Translate ideas into actions to help increase the effectivity of employees and teams.
The student maps out the networks within and outside of the organisation and involves new networks when necessary.

Competency 7: Personal and professional development
The student demonstrates progress in the process of their chosen professional and personal development and individual learning objectives.

Programme

Communication	**credits**
Year 1 Communication	60
Event: Orientation to the Profession	*15*
COVP26OOB - Event: Orientation to the Profession	*15*
Online Branding	*15*
COVP26MCO - Marketing communications	*15*
Crisis & Reputation	*15*
COVP26CORP - Corporate communication	*15*
Media & Entrepreneurship	*15*
COVP26MEO - Media and Entrepreneurship	*15*

Year 2 Communication	60
Campaign	*30*
COVB23CBC1 - Project Campaign	*10*
COVB25CBC2 - Communication Theory 1	*5*
COVB26CBC3 - Professional Skills 5: Advice	*5*
COVB25CPR2 - Communication Theory 2	*5*
COVB26CPR3 - Professional Skills 6: Creation	*5*
The Entrepreneurial Communication Professional	*30*
COVB26DOC1 - The Entrepreneurial Communication Professional (ComLab)	*30*
Year 3 Communication	60
Internship	*30*
one of following courses	
Internship	*30*
COVB21STG - Internship	*30*
Internship Abroad	*30*
COVB21STB - Internship Abroad	*30*
Electives	*30*
electives	
Year 4 Communication	60
Graduation	*60*
COVB24AFST - Graduation CO	*60*

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