



International Communication

Year 2, block 1:

Campaign: Policy and Draft

School of Communication, Media & IT

During the first block of the second year, you will start working on a communication campaign together with a project group. Authorities, NGO's and businesses all try to exercise influence on the behaviour of people. To change behaviour of people through a campaign is not an easy task. Nevertheless, there are many examples of campaigns that successfully stimulate healthy and responsible behaviour (drinking less alcohol, organ donation). Also with respect to safety in traffic, campaigns have contributed to changing behaviour. Communication plays an important role here. The topic of the campaign in the first two blocks of the second study year will be 'Energy.'

The block consists of the following four modules:

- Project: Campaign 1 – 4 credits
 - Communication and Research Theory 1 – 5 credits
 - Professional Skills 5: Advise – 3 credits
 - Language Development 1 – 3 credits
- TOTAL: 15 credits

Module	Project: Campaign 1
Credits	4
Content	<p>The starting point for companies nowadays in engaging their consumers is understanding their needs and current behaviour in order to involve them, communicate effectively with them and explain the underlying drivers in their behaviour. Marketing communication campaigns are a powerful tool in improving decision-making, changing behaviour and creating engagement among consumers.</p> <p>As a consultant in communication, you acquire your own client/assignment or choose an assignment offered by a client in class. The assignment is suited for designing a creative idea for a campaign.</p> <p>Authorities, NGO's and businesses that are active in the public domain all try to exercise influence on all kinds of fields in the behaviour of people. To change behaviour of people through a campaign is not an easy task. Nevertheless there are many examples of campaigns that successfully stimulate healthy and responsible behaviour (drinking less alcohol, organ donation). Also with respect to safety in traffic campaigns have contributed to changing behaviour. Communication plays an important role here.</p> <p>You and your team design a concept for a (public or consumers) campaign on sustainable energy. In order to do so, you conduct research into the behaviour of stakeholders and the role of communication.</p> <p>On the basis of research, you come up with a concept for a creative campaign. The following items are dealt with: problem analysis, target groups, behaviour analysis, communication goals, research report.</p>
Learning Outcomes	Your professional product is an advise report on a sustainable brand campaign for a client in the energy sector

Module	Communication and Research Theory 1
Credits	5
Content	The communication theories and research skills from the first year are deepened and broadened. Among other things, attention will be paid to visual communication, concepting, advice theory, behavioural theory and theory on campaigns and effects thereof. You will learn to select the relevant theory and perform quantitative research based on that theory. It goes without saying that research is done in order to solve the communication issue put forward by the client. The outcomes of research form the basis of the campaign you will develop in the second block of the study year.
Learning Outcomes	You will learn to explain recent (communication) theories that are relevant for developing a campaign. You will apply recent (communication) theories that are relevant for developing a campaign. You will make a feasible set-up for quantitative research for communicative issues and apply analysis techniques to quantitative research findings.

Module	Professional Skills 5: Advise
Credits	3
Content	In this module, you will get training in report writing and interviewing (briefing client), both in the context of acquiring and conducting communication research assignments. The advisory role will also be discussed.
Learning Outcomes	You will improve oral and in written communication skills: clear, target group oriented and structured. In your advisory role, you communicate both orally as in writing with the client.

Module	Language Development 1
Credits	3
Content	This course will teach you writing texts for research reports. You will learn about terminology and formal use of language and other aspects of report writing. These skills will be applied in different writing assignments in which management is informed about meetings, issues or research results that are relevant for policy. These assignments will be assembled in a portfolio.
Learning Outcomes	The aim is to improve your English language skills to a written and spoken CEFR (Common European Framework of Reference for Languages) level of C1.