



International Communication

Year 2, block 3: Communication Scan

School of Communication, Media & IT

During the third block of the second year, you will make a communication scan, which means that you will analyze how the ambitions of an organization are translated into communication policy.

Communication makes an important contribution to the ambitions of an organization operating in a changing world. Communication professionals can be called to account for making organizations more communicative. This includes the analyses of changes in the relevant environment of the organization. What changes occur? What does that mean for its stakeholders? What does the organization itself think about that? How does the organization cooperate to make its (international) ambitions come true?

You will write a report on the communication scan and compose an advice for the client based on the outcome of the analysis. You will come up with concrete suggestions about how communication can contribute to the internationalization aims of the company or institution and formulate an advice. Think about a training, a workshop, building an online platform, develop new media etc

The block consists of the following four modules:

- Project: Communication Scan – 4 credits
 - Communication and Research Theory 2 – 5 credits
 - Professional Skills 7: Interaction – 3 credits
 - Language Development 3 – 3 credits
- TOTAL: 15 credits

Module	Project: Communication Scan
Credits	4
Content	<p>You will make a communication scan, in which you analyses how the ambitions of the organization are translated into communication policy. You will choose his own focus: it can be internal communication or external communication. The focus can be on people, networks or media.</p> <p>When focusing on people and networks, you research and analyze the communication of employees, for instance, and internal or external stakeholders, be that in relation to each other or not, in which you critically review the communication using relevant theoretical models as a foundation for his argument</p> <p>You can focus on means of communication (media). You can critically analyze the media that are used within an organization and its network. It goes without saying that the analysis is founded on theoretical models</p> <p>You will write a report on the communication scan and compose an advice for the client based on the outcome of the analysis. You will come up with concrete suggestions about how communication can contribute to the internationalization aims of the company or institution and formulate an advice: think about a training, a workshop, building an online platform, develop new media, etc.</p> <p>The following aspects of a communication scan will be addressed:</p> <ul style="list-style-type: none"> • Problem- and context analysis • Organisational policy • Internal communication • External communication • Qualitative and quantative research methods
Learning Outcomes	<p>You will:</p> <ul style="list-style-type: none"> • conduct a communication scan within an organization or company with a strategy on internationalization. • write a report on the results of the audit/scan in which an advice is included on changes necessary in communication policy. • present your advice to the client in text and visuals. • shares theoretical knowledge about the role of communication in organizations in an international network in order to use this for your advice. • acquire your own assignment and individually conduct the process of turning acquisition into contract.

Module	Communication and Research Theory 2
Credits	5
Content	<p>It is of great importance for communication professionals to have insight in organizational changes.</p> <p>You will acquire knowledge and insight into the communicative processes of organizations, especially in an international context. You learn to analyze changes with the help of concepts from corporate communication theory and internal communication theory (mission, vision, organizational identity, reputation and image). You will gain knowledge and insight into the theories on organizations and applies this knowledge on a case.</p> <p>You will also learn to conduct research in a systematic manner on communication in organizations that intend to change. You are capable of establishing problems that arise from changes and the role of communication thereby, and to select research methods from the perspective of the organization.</p>
Learning Outcomes	You will explain relevant concepts from corporate communication theory and organizational theory, apply concepts from corporate communication theory and organizational theory for communicative organizations (in a case), make a feasible set up for qualitative research for communicative issues, and apply analysis techniques to qualitative research findings.

Module	Professional Skills 7: Interaction
Credits	3
Content	In this block, advisory skills are focused on intercultural communication, dealing with intercultural differences and communication means in which you show that you can take these differences into account. You will do the so-called Intercultural Development Inventory (IDI) which assesses your intercultural competence.
Learning Outcomes	You will conduct (parts of) communication with the client, explain steps in the advisory course, distinguish different advisory roles, and apply integrated media with the aim to convince the receiver.

Module	Language Development 3
Credits	3
Content	In this block you will be able to choose a language elective (for example: Dutch for Foreigners, French, German, Spanish).
Learning Outcomes	You will learn the basics of another language, or further improve your skills in a certain foreign language.