



# International Communication

## Year 2, block 4:

## Internationalisation and Transition

### **School of Communication, Media & IT**

During the fourth block of the second year, you will establish a communication strategy for an organization and make appropriate recommendations about the use of communication. Change communication contributes to the creation of value for an organization in change, its external stakeholders and the society (public groups). This includes well-founded means of communication to realize trust, understanding and connection to the international image of the organization.

The block consists of the following four modules:

- Project: Transition and Communication – 4 credits
  - Communication and Media Theory 4 – 5 credits
  - Professional Skills 8: Facilitation – 3 credits
  - Language Development 4 – 3 credits
- TOTAL: 15 credits

<b>Module</b>	<b>Project: Transition and Communication</b>
<b>Credits</b>	4
<b>Content</b>	<p>On the basis of a communication scan (analysis), you and your project team, establish a communication strategy. You will select instruments from diverse communication modalities (internal communication, corporate communication), choose appropriate themes and formulates core messages. You create a win-win situation between the organization and its stakeholders and contribute to the ambitions of the organization in a transitional phase.</p> <p>Key focus points of this block are creativity and knowledge of what kind of communication works and how. You will argue the use of communication means with professional arguments: systematic, well-thought and professional.</p> <p>At the end of the project you reflect on your role as facilitator in communication, on your cooperation with others and describe your own learning goals as an international communication professional. As a consultant in communication you describe your own unique value.</p>
<b>Learning Outcomes</b>	<p>You will:</p> <ul style="list-style-type: none"> <li>• design communication policy with regards to the internationalisation strategy of a company/organization.</li> <li>• plan, organize and facilitate interaction to support the internationalisation goals.</li> <li>• independently come up with innovative solutions.</li> <li>• reflect on your role as facilitator in communication, describe your own personal effectiveness in international communication in cooperation with others, distinguish your own unique value and make well-argued choices for your learning goals as an international entrepreneur in communication.</li> <li>• understand your unique value as a consultant in communication and make this visible in communication of your own company or in personal branding.</li> <li>• write a personal development plan in which you reflect on your achievements, your professional attitude and (international) performance and formulate international learning goals.</li> </ul>

<b>Module</b>	<b>Communication and Media Theory 4</b>
<b>Credits</b>	5
<b>Content</b>	<p>You will acquire knowledge and insight into the role of communication when supporting an organization in a phase of change and implementing those changes. Important issues are resistance to change, creating support and change strategies. You will learn to design a communication policy and its financial argumentation.</p> <p>It is also of great importance to have an insight into the way in which culture influences communication. You therefore learn about intercultural communication theories that play a part when changing in an international context. You apply these theories on international cases.</p>
<b>Learning Outcomes</b>	You will explain and apply relevant concepts from corporate communication theory and organizational theory, make a feasible set up for qualitative research for communicative issues and apply analysis techniques to qualitative research findings.

<b>Module</b>	<b>Professional Skills 8: Facilitation</b>
<b>Credits</b>	3
<b>Content</b>	In this module, we focus on advisory skills upon facilitating (intercultural) communication. You will enable others to (better) communicate with each other. You apply different communication styles and learn how to deal with conflicts.
<b>Learning Outcomes</b>	You will facilitate interaction processes, use interactive instruments to coach and train others, initiate international/intercultural interactions that are in line with the organizational goals of the client, and independently communicate with the client.

<b>Module</b>	<b>Language Development 4</b>
<b>Credits</b>	3
<b>Content</b>	In this block you will be able to choose a language elective (for example: Dutch for Foreigners, French, German, Spanish).
<b>Learning Outcomes</b>	You will learn the basics of another language, or further improve your skills in a certain foreign language.