



Your future in renewable energy!

Specialisation Public Affairs and Corporate Communication in the Energy sector

This programme is open to students of the:

- Bachelor Communication
- Admission requirements certificate students: Bachelor of Communication or related field, or at least five-years relevant experience in the international field.
- Admission requirements exchange students: only students in the final year of their bachelor studies can participate in this programme.
- Additional criteria: Academic achievement and motivation.
- Language requirements: Proof of English proficiency: an IELTS score of 6.0 (no sub score below 5.5) or a TOEFL score of 550. Exchange students are exempted from this requirement.
- Period: September-February
- ECTS: 30

For more information: b.kviatek@pl.hanze.nl

Specialisation Public Affairs and Corporate Communication in the Energy sector

The specialisation in Public Affairs focuses on the development of professional competences needed for the job of a Junior Consultant in Public Affairs or Corporate Communication. You will learn to analyse and research communication environments and give advice on communication policies. You will develop plans on corporate communication, concern communication, publicity, or grassroots support. Not only will you explore the function of public affairs and corporate communication in the international environment, including the role of new media and recent developments of digital public affairs, but you will also learn about strategic interest representation in Brussels.

The core of the programme is a project, in which your multicultural project team gives strategic advice on public affairs for a real client. Once approved, the strategy is further developed and is accompanied with an implementation plan and a suggestion on evaluation. Since research is an important element in the educational programme, the programme includes a study trip abroad to one of 'world' capitals with visits to international organisations, NGO's, think tanks, and lobby agencies. Every second year students take part in international simulations of the EU.

A new energy future requires new energy professionals

Growing employment in the renewable energy sector

It is one of the biggest challenges for the near future: the transition to a sustainable society, which is based on the use of clean energy sources. On a large scale, new solutions and approaches are needed. This requires not only new technologies, but changes in almost every field of expertise. And therefore new professionals are needed.

Hanze University of Applied Sciences Groningen is one of the few universities where you can specialize in energy. You can develop knowledge and skills that will give you a great good starting position in the growing labour market of (renewable) energy. Our facilities are top of the bill. At EnTranCe, our energy testing ground, you can work on innovative assignments and projects, together with companies. Students who want more in-depth knowledge can follow master classes and other learning activities at the Energy Academy Europe (EAE), the energy institute of the University of Groningen and Hanze University of Applied Sciences, Groningen. Once you have your bachelor's degree, you can continue to specialize in energy. Hanze UAS offers a number of energy-related master studies, for example the prestigious Master of Science on Renewable Energy.

share your talent. move the world.