

Erasmus School of  
History, Culture and  
Communication

# International Bachelor Communication and Media

2021-2022



**Erasmus University Rotterdam**  
Make it happen.



A portrait of Prof. Dr. Susanne Janssen, a woman with short, wavy blonde hair, smiling. She is wearing a dark blue top and a thin necklace. The background is a blurred outdoor setting with greenery.

# Welcome

**Thank you for your interest in the International Bachelor Communication and Media (IBCoM) at Erasmus University Rotterdam.**

Our Bachelor of Science (BSc) programme is home to a diverse group of ambitious and motivated individuals, coming from all corners of the world. With its international classroom, diverse international teaching staff, and extensive opportunities for international exchanges and internships, IBCoM offers its students a unique opportunity to explore the international and intercultural dimensions of communication and media and gain relevant practical experience during their studies. This makes IBCoM an excellent stepping stone for advanced studies, but also for future careers.

The IBCoMmunity is what makes IBCoM thrive as a programme. Therefore, IBCoM aims to be more than just an educational programme; it provides its students with opportunities to make friends, build professional networks, achieve personal growth, and develop their knowledge and skills by engaging with all kinds of people and exploring current issues in media and communication from a variety of viewpoints.

We look forward to extending the IBCoMmunity and welcome your application.

Prof. Dr. Susanne Janssen,  
Founding Dean of IBCoM

# Table of contents

[eur.nl/en/bachelor/ibcom](http://eur.nl/en/bachelor/ibcom)



Welcome	02
Curriculum	04
Testimonial IBCoM student	06
Make the most of it	07
Admission and application	08
After your studies	10
Testimonial IBCoM Graduate	11
Working in the field	12
Facts of IBCoM	13
Five good reasons	14
Your student life	16
Study in Rotterdam	17
What is next?	19

## Colofon

**Design:** Kris Kras Context, Content and Design, Utrecht

**DTP:** Kris Kras Context, Content and Design, Utrecht

**Photography:** Michelle Muus, Roy Borghout, Chris Gorzeman, Richard Theemling, Claire Droppert

**Editorial Office:** Marketing & Communications ESHCC

# Curriculum

## The curriculum

The Communication and Media programme's academic year is divided into four terms, starting in September and finishing at the end of June. Each term is comprised of three different courses. This not only ensures that the workload and exams are spread evenly throughout the year, but also encourages you to work in a disciplined and effective way. The International Bachelor programme in Communication and Media (IBCoM) facilitates and stimulates cooperative learning in an international classroom. It also encourages you to think critically and generate new knowledge, rather than simply accumulating facts. All courses feature a combination of instruction, interaction and practical training, including applying theoretical knowledge to actual cases. You will also have the opportunity to work in groups and to develop your team skills.

## The first year

As an IBCoM student at Erasmus University Rotterdam, you will examine the myriad forms of communication and their pervasive influence on how people and organisations think and act in a range of contexts.

As a first-year bachelor student, you will study the cross-cultural and global dimensions of communication. Media systems and institutions, and how they operate in social, economic, political and cultural spheres, are also studied thoroughly.

## Years two and three

In the second and third year of IBCoM, you will choose Electives in other fields to broaden your scope, as well as Focus Area Courses to deepen your knowledge in the Media and Communication field. The potential Focus Areas are: Communication and Business; Communication and Politics; Communication, Culture and Society; Media and Entertainment; International and Global Communication; and New Media Technologies. In the fourth term of your second year, you will take an internship, enabling you to apply your knowledge and skills in a professional setting. You may spend the first semester of your third year on exchange at a partner university, or remain in Rotterdam and take a minor in another field at Erasmus University. You complete the programme by writing a bachelor thesis in one of your Focus Areas.

## Intensive education & IBCoMmunity

Our education is based on an intensive model with mandatory workgroups and classrooms of no more than 20 students. We care about attendance and contact hours, which helps students to develop a professional, disciplined and committed attitude. As students interact and work together on a weekly basis, the IBCoM community is a very tight one where everyone knows each other. Graduates often refer to our programme as the "IBCoM Family" or the "IBCoMmunity", which illustrates the dynamic, familiar, and inclusive atmosphere within the programme.

Course overview International Bachelor Communication and Media

Bachelor year 1

Term 1	Term 2	Term 3	Term 4
Introduction to Human Communication	Media Industries and Audiences	Communication and Organizations	Communication Technologies and Their Impacts
Introduction to Social Science Research	Introduction to Statistical Analysis	Communication and a Social Force	Intercultural Communication
Academic Skills	Key Concepts in Social Sciences	Media Systems in Comparative Perspective	Cross-national Comparative Research
IBCoMpanion programme	IBCoMpanion programme		

Bachelor year 2


Term 1	Term 2	Term 3	Term 4
International and Global Communication	New Media Production	Communication Management	Internship
Quantitative Methods in Media and Communication	Qualitative Methods in Media and Communication	Research Workshop Focus Area A or B	
Focus Area Course	Focus Area Course	Elective	
	Communication and Media Labour Market Orientation		
IBCoM Honours Programme*	IBCoM Honours Programme*	IBCoM Honours Programme*	

Bachelor year 3

Term 1	Term 2	Term 3	Term 4
Exchange**		Bachelor Thesis Class	Bachelor Thesis Class
OR	OR	Focus Area Course	Bachelor Thesis
Minor	Focus Area Courses/ Elective	Communication Ethics	Elective
		Coopr Academy*	

\* Extracurricular options

\*\* Students who choose to not go on exchange follow a Minor in term 1 and take two Focus Area Seminars and an Elective in term 2



"Within the first week it was clear to me I'd made the right call"

# Aron Beijl

IBCoM student

"I'd only attended one IBCoM guest lecture and it just felt right, so I applied without hesitation, and thankfully I got in. When I started IBCoM, I didn't have a clue what to expect, but within the first week it was clear to me that I'd made the right call. Being surrounded by people from all around the globe and getting to learn both from and with them has brought me incredible value and personal growth.

Within IBCoM, you'll have a lot of opportunities to make the programme your

own. Rather than having a fixed curriculum, from the second year onward you get to decide which areas you want to invest your time in, and even get to do both an internship and go on exchange! I've been able to take courses varying from media production to political affairs, so there's truly something for everyone.

IBCoM has provided me with many opportunities that I couldn't have imagined obtaining any other way!"



# Make the most of it

## Study counselling

During the first year of your International Bachelor in Communication and Media, you will be part of a mentor group guided by second year students, thus ensuring a smooth start at Erasmus University Rotterdam. You may consult your IBCoM student advisor if you have any questions about the study programme, your own study planning or personal circumstances relevant to your studies.

## Gaining state-of-the-art knowledge, skills and practical experience

Throughout the IBCoM programme you will gain state-of-the-art knowledge about the media and communication sector, both from academic staff and through guest lectures, field trips and practice oriented workshops. If you aim to work within the field of media and communication, it is important to acquire advanced theoretical knowledge, analytical and research skills, next to excellent communication skills, intercultural competencies and hands-on practical experience. Such advanced, versatile training – together with persistence and motivation – is vital to find your way in this dynamic sector.

## Internship

At the end of your second year, you are required to take an internship. This should be relevant to your career goals, to help connect your course work with the professional world. Through your internship, you will experience practical applications

of your academic knowledge and skills, whilst acquiring extra knowledge, improving your practical skills and starting to build professional networks.

## IBCoM Honours Programme

The Honours Programme is a special extracurricular programme open to IBCoM's academically most talented and highly motivated students. Honours students constitute a community of excellence: they work extra hard to develop a more in-depth understanding of the state of the art in communication and media studies. Meanwhile, they also explore additional areas of interest, and further their academic skills.

## Exchange

Erasmus University Rotterdam encourages its students to study a semester abroad. An exchange is both an invaluable and unforgettable experience. During the third year of the IBCoM programme, you may go on exchange, taking elective courses in media and communication and related fields at one of our partner universities. The faculty participates in the Erasmus programme (a Life Long Learning programme within Europe), as well as in non-European International Exchange programmes. Erasmus University Rotterdam has exchange agreements with a wide range of universities in Europe and other parts of the world, providing ample opportunities to enhance your studies by spending a period abroad.

# Admission and application

## The programme for you?

Are you flexible, creative and disciplined enough to meet the ever-changing and increasingly diverse demands of the contemporary media and communication professions? If so, Erasmus University Rotterdam's International Bachelor programme in Communication and Media offers a variety of courses that will help you develop your individual talents under the personal guidance of our renowned faculty.

## Binding Study Advice

Do you have the right attitude, discipline, and motivation? At Erasmus University Rotterdam we work together to make sure you complete your courses on time. We offer you a proactive programme aimed at preventing delays. If you meet the requirements by passing your first-year courses on time, you will receive a positive advice and you can start your second year. More information:

[eur.nl/en/eshcc/examination-board/binding-study-advice](http://eur.nl/en/eshcc/examination-board/binding-study-advice)

## Admission requirements

The International Bachelor Communication and Media welcomes applicants with a Dutch vwo-diploma, international equivalent or above. Note that a selection procedure applies, due to additional admission requirements. Students must be proficient in English and have the intellectual ability and personal motivation to both benefit from and contribute to the programme.

Students who hold any of the following diplomas are welcome to apply for IBCoM:

- a Dutch vwo-diploma;
- a diploma from the first year of a four-year Dutch hbo-programme;
- a diploma from the first year of a Dutch academic bachelor programme;
- an International Baccalaureate (IB) diploma;
- a European Baccalaureate (EB) diploma;
- a secondary or high school diploma equivalent to the Dutch vwo-diploma.

Proof of proficiency in both English and Mathematics is required. For more detailed information, including application procedures and acceptable proof of proficiency in English and Mathematics, please visit our website:

[eur.nl/en/bachelor/ibcom](http://eur.nl/en/bachelor/ibcom)

## Additional requirements

The International Bachelor programme in Communication and Media aims to create a multicultural classroom by accepting high caliber candidates from a variety of countries. Hence, the annual intake is limited and a selection procedure applies. This implies that meeting the basic admission requirements (vwo-diploma or equivalent, proficiency in English and Mathematics) does not automatically mean admission. Applicants are also required to provide extensive information on their international profile, and present the programme with a solid motivation.



### Improving your odds

You can enhance your chances of selection if you have:

- an international background and experience;
- a strong international ambition and motivation.

**Please make sure to add any outstanding achievements to your application. Consult our website for more information:**

[eur.nl/en/bachelor/ibcom](http://eur.nl/en/bachelor/ibcom)



“Within IBCoM, every individual is unique, but they share their international ambitions and a **passion for communication** and media.”

# After your studies

## Knowledge and skills

The International Bachelor programme in Communication and Media enables you to:

- acquire an in-depth understanding of specialised subjects;
- explore communication across various media and cultural contexts;
- familiarise yourself with the latest research methods and communication techniques;
- develop the skills and competencies you will need in professional life;
- choose from a wide range of opportunities for advanced studies in the Netherlands and abroad.

## Master programmes in Media and Communication

Upon completion of your Communication and Media bachelor, you are eligible to apply for Erasmus University Rotterdam's international master programmes in the field of media and communication:

- Media & Business
- Media & Creative Industries
- Media, Culture & Society
- Research Master in the Sociology of Culture, Media and the Arts


## Master programmes in related fields

If you have completed a substantial number of elective courses in the relevant field, you may also apply to the following Erasmus University Rotterdam master programmes in related fields, such as:

- Place, Culture and Tourism
- Arts, Culture and Society
- Business Administration
- Cultural Economics and Entrepreneurship
- Economics and Business
- General Management
- Global Business and Sustainability
- Global History and International Relations
- Marketing Management
- Politics and Society
- Public Administration
- Sociology
- Strategic Entrepreneurship

## Career prospects

Graduates of the International Bachelor Communication and Media may decide to head straight into a career in a number of fields, such as marketing, social media management, advertising, corporate communications, public relations, internal communications, government, public affairs, education, journalism, entertainment and the arts.

A portrait of a young woman with long, wavy brown hair, smiling at the camera. She is wearing a dark blue blazer over a light-colored top. The background is a blurred outdoor setting with a building and some greenery.

“Becoming an IBCoM student has set me on a path of great discovery”

# Denisa Fidlerová

IBCoM Graduate

I always wanted to study abroad because Prague, the city I was born and raised, seemed too small for me at the time. IBCoM set me on a path of great discovery. I met wonderful people, some of whom I still call my dearest friends. I learned a great deal about so many interesting subjects like advertising, media impacts, politics, sociology and others. My viewpoints on the world are shaped and I believe I've become a much more critical thinker regarding today's global world.

But what I value most about my education is that IBCoM enabled me to get to know myself and what I want to achieve in life. I discovered a true passion for marketing and with combining a management master I was ready to embark on a journey as a professional marketer. Not long after graduating I was offered a job at

Nestlé Czech Republic. Currently, I work as a Junior Brand Manager for a local chocolate love brand, a true dream job.

I look back on my student journey every once in a while; the lectures, the tutorials and all the great people, their great minds and opinions I was lucky enough to know. Studying IBCoM has been the best decision of my life and I am extremely proud I once was, and therefore always will be part of the IBCoMunity.

# Working in the field

## Communications and media in the field

Media, telecommunications, computer networks and creative industries permeate many aspects of our daily lives and extend to every corner of the world. Increasingly, they impact political and cultural life as well as entire economies all across the globe. The shift in our everyday experiences to enhanced mediation has had enormous consequences. It has transformed international relations and business opportunities, but also citizenship and democracy. Cognition and culture, as well as people's personal and working lives have been affected. Communication and Media has therefore become a vital and rewarding field of study that will help you understand contemporary global society and to function successfully within it.

## Challenges for communications specialists

There has been a dramatic change in the frequency, context and means by which people from different cultural backgrounds interact. This was brought about by globalisation, the expansion of intercontinental trade, technological advances and the increasing number of organisations operating on the international stage. All of these interactions require communication, which must be as

constructive and transparent as possible. Whether in business, politics, science, education, mass media, entertainment or tourism, the demand for media and communication experts is rising. Those experts can provide creative and effective solutions for enhancing communication and interaction, both within and between organisations, as well as with their clients or customers across the globe.

## A case study

An example of the type of project that graduates of the Communication and Media programme may encounter in their professional lives is the development of an Internet strategy for an organisation. This involves asking questions like 'What role does online communication play in the organisation?' and 'How should this contribute towards achieving organisational goals?' The International Bachelor programme in Communication and Media is designed to provide you with the tools to interpret the answers to these questions. Furthermore, it encourages you to ask incisive questions about target groups, differences between local and international audiences, the competition, cooperation, trends and developments. You can thus help the organization form its own, tailor-made Internet strategy, perfectly suited to its operational environment.

# Facts of IBCoM

## Why Communication and Media?

You choose this programme because:

- it provides the skills required for a successful career in this dynamic field;
- it offers an international perspective and study environment;
- you want to be at the cutting edge of the discipline;
- you value the opportunity to go on exchange;
- it is staffed by highly qualified, international lecturers.

## IBCoM in numbers

The current total student population is approximately 700 students, representing over 80 countries in all three years of the programme. More than 80 percent of the students succeed in obtaining all the required 60 ECTS within the first year of the programme. Around 80 percent of the IBCoM students obtain their bachelor degree in the designated time of three years. During your first year, you will have 12-15 hours of classes per week. Besides your lectures and tutorial groups, IBCoM requires about 25 hours a week of self-study. Almost a third of the students goes abroad for their mandatory internship in the second year. During their third year, around two-third of the students go on exchange.

## What makes IBCoM at Erasmus University Rotterdam unique?

You choose to study IBCoM at Erasmus University because of its:

- international and comparative curriculum;
- small-scaled, personal and interactive set-up;
- balance between academic and practical skills;
- options for customization and flexibility;
- exchange and (international) internship opportunities;
- wide-ranging opportunities for advanced studies upon graduation.

## Extracurricular activities

Within the International Bachelor Communication and Media, you will have ample room to grow. Extracurricular activities such as our Honours Programme, IBCoMpanion programme or being an Ambassador for the School will allow you to broaden your horizon, while working on your social and academic skills. Some students opt to contribute to the IBCoMmunity by writing for IBCoMagazine, while others become Year Representative, join the University Council or Programme Committee, or become an active member in student association ACE.

# 5 good reasons

## 1 Study on a campus

Erasmus University Rotterdam offers everything you need right on campus. Here you attend lectures and study in the library with your fellow students. At lunch, you can eat in the Food Court or Erasmus Pavilion and if you want to play sports, you go to the sports centre. International students can also live on campus. The campus really is the place to be!



## 2 High quality and top ranked

Erasmus University has a high quality education and research programme. Top quality, actually. International rankings show that Erasmus University is amongst the world's high end players. Students appreciate the quality of the lectures, the expertise of the staff and the preparations for a successful career.



### 3 Good career opportunities

Organisations and companies all over the world are interested in Rotterdam alumni. Sometimes they even call Erasmus University “preferred boardroom supplier”. During your studies, you pay a lot of attention to preparations for the labour market, for example during the Erasmus Recruitment Days: the biggest student recruitment event in Europe!



### 4 A real international university

Desiderius Erasmus once said “The world is my home” and that’s what Erasmus University always bears in mind. In the multicultural classroom, you attend lectures given by an Italian professor and your fellow students come from countries like China and Brazil. Lecturers travel round the world to bring back global perspectives. You will be part of a truly international environment.



### 5 For ambitious thinkers and doers

If you are ambitious and prepared to work hard, Erasmus University is the place for you. We help you achieve the best results, get the most out of your education and encourage you to invest in extracurricular activities. During your studies you can choose to be a committee or board member of a study association, which boosts your curriculum vitae.





# Your student life

## Introduction programmes

Start your time in Rotterdam with the Eurekaweek in mid-August to discover the city, make friends and get to know the university and campus. There is an extensive social introduction programme for international students as well, with trips to the highlights of the city and the Netherlands. We would really advise you to participate: Rotterdam will feel like home in no time! And don't forget our very own IBCoM Introduction Week, which includes activities with your IBCoMpanions and an overnight camping trip with your fellow students and IBCoM staff.

## Housing

First things first: student housing in the Netherlands is not arranged for you by the university; it is your own responsibility. We know this can be a surprise and a struggle for some of you. There are reserved spots for about 25% of our yearly incoming internationals. Most arrange housing directly with landlords via the private market.

We strongly advise you to start looking at least three months before arrival to avoid stress and disappointment. While Erasmus University Rotterdam (EUR) isn't able to assist all students in finding a house, we do want to help you in the best way possible by offering you multiple tips and tricks.

## Student life

Not only do we offer you high-class education, Erasmus University also makes sure you can spend your spare time well. The study- and student associations and Erasmus Culture organize debates, performances and lectures throughout the week. So after a day of hard study you will have enough possibilities to relax and enjoy.

## Sports

Soccer, dancing, basketball, rowing: Erasmus Sport offers almost all kind of sports. On campus there are tennis courts and a brand new fitness centre with modern equipment. You cannot deliver a good study performance if you are not top fit, can you?

"Behind the beautiful skyline: an **inspiring student city!**"



# Study in Rotterdam

## Introduction to Rotterdam

With a population of over 650.000, Rotterdam is the second largest city in the Netherlands. It is famous for its port, one of the biggest in Europe. The River Maas runs through our 'skyscraper city' with its innovative architecture. Behind the modern skyline, you will find a nice, even 'cosy' historic city centre.

## Student city

We should be honest with you: students do not dominate the city streets in Rotterdam. But if you become a member of the Erasmus International Student Network (ESN), you will not mind. ESN organises lots of social programmes, trips, interesting debates and cultural events, on and off campus. With a small party now and then, of course.

## Multicultural city

The inhabitants of Rotterdam have the most diverse backgrounds of all Dutch cities. This melting pot of cultures makes Rotterdam an interesting city in which you will soon feel at home. You can feel the international atmosphere on the streets whilst shopping at a Turkish bakery or an Indonesian toko. In Rotterdam, no one is a stranger!

## City career perspectives

Rotterdam hosts several multinationals. You will be able to get to know your future employer during your studies, by doing an internship for example. A good proficiency of English is required, but we recommend that you learn Dutch as well, in order to increase your chances in the competitive market for talent.

## Did you know this about Rotterdam?

Rotterdam's slogan is 'don't think, act!' and that is why Erasmus University is proud to be part of this city, where people develop new and creative ideas every day. Even the New York Times and the Lonely Planet Rough Guide confirm its appeal and energy: last year Rotterdam was ranked one of the world's ten 'best places to go to'.

## Places to go to in the city

During your stay, you should definitely do (at least one of) the following things: climb the Euromast Tower, take a ride in the Speedo Water Taxi, have lunch with a view in Hotel New York, visit the Architecture Institute and enjoy a good night out in de Witte de With street. Never a dull moment, we would say!



# Visit one of our events

Visit us virtually whenever you like:  
[experience.eur.nl](https://experience.eur.nl)

We also look forward to meeting you at our:

- Open Days
- Student for a Day events

Keep an eye on  
[eur.nl/en/bachelor/ibcom/meet-us](https://eur.nl/en/bachelor/ibcom/meet-us)

for an up-to-date list of our upcoming events.

# What is next?

## Application

If you meet or will soon meet the admission requirements and you have decided to apply to Erasmus University Rotterdam, you need to follow several steps in the application procedure. More information on the procedure can be found at: [eur.nl/en/eshcc/ibcom/application](http://eur.nl/en/eshcc/ibcom/application).

## Apply on time

Dutch legislation states that students who want to start a bachelor programme in September, need to apply before 1 May. However, if you would like to start the IBCoM programme in September, different deadlines apply. The early application deadline is 15 January. The final application deadline is 1 April. Check our website for the latest details regarding the application procedure: [www.eur.nl/en/eshcc/ibcom/application](http://www.eur.nl/en/eshcc/ibcom/application).

## Contact us

IBCoM Admissions and Recruitment Coordinator

Tel: +31 (0) 10 408 1248.

E-mail: [ibcom@eshcc.eur.nl](mailto:ibcom@eshcc.eur.nl).

Talk to a student: [ibcomapp.com](http://ibcomapp.com)

Website: [eur.nl/en/bachelor/ibcom](http://eur.nl/en/bachelor/ibcom)

## Erasmus Student Service Centre (ESSC)

For general questions about admissions, funding your studies or housing, please call ESSC on +31 (0)10 408 2323 (Mon-Fri 09.30 – 16.00 CET) or visit [eur.nl/en/education/practical-matters/contact](http://eur.nl/en/education/practical-matters/contact).



# Why study Communication and Media at Erasmus University Rotterdam?



**Top 3%**

Top ranking  
university

**80+**

different  
nationalities

**95+**

exchange partners  
world wide



The IBCoM programme is offered by Erasmus University's Media and Communication Department. This vibrant, internationally oriented department is home to around 850 students in six degree programmes: the International Bachelor Communication and Media (IBCoM), three international Master programmes in Media Studies (Media & Business, Media & Creative Industries, Media, Culture & Society),

the Dutch language master in Media & Journalism, and the Research master in the Sociology of Culture, Media and the Arts. The department has close ties with the Erasmus Research Centre for Media, Communication and Culture (ERMeCC), which serves as an international centre of expertise for high-quality research into the myriad relationships between media, society, culture, and business.