

Study Programme

International Bachelor Communication and Media

Year 1			
Term 1	Introduction to Human Communication	Comm. Workshop 1: Academic Skills	Introduction to Social Science Research
Term 2	Key Concepts in Social Sciences	Media Industries and Audiences	Introduction to Statistical Analysis
Term 3	Communication and Organizations	Media Systems in Comparative Perspective	Communication as a Social Force
Term 4	Intercultural Communication	Communication Technologies and their Impacts	Research Workshop 1: Cross-national Comparative Research

Year 2				
Term 1	International and Global Communication	Communication & Media Labour Market Orientation	Quantitative Methods in Media and Communication	Focus Area Seminar 1
Term 2	Comm. Workshop 2: New Media Production		Qualitative Methods in Media and Communication	Focus Area Seminar 2
Term 3	Comm. Workshop 3: Communication Management	Elective	Research Workshop 2: Focus Area Research Workshop	
Term 4	Internship Abroad or in the Netherlands			

Year 3			
Term 1	Exchange Study abroad at one of our +70 partner universities worldwide		
Term 2			
Term 3	Bachelor Thesis Class	Comm. Workshop 4: Communication Ethics	Elective
Term 4	Bachelor Thesis Class	Bachelor Thesis	Focus Area Seminar

Theoretical Courses, Methods Courses, and Communication Workshops (blue) are part of the fixed curriculum, taken by every student in the programme. **Focus Area Seminars, Electives, and the second Research Workshop** (yellow) are courses that students can choose based on their interests. The **Internship** and **Exchange** (purple) are part of the fixed curriculum as well. Students are required to take at least two Focus Area courses and one elective in another study field as part of their Exchange programme. Students who do *not* apply for Exchange do a **Minor** instead in Term 1, and spend Term 2 doing two additional Focus Area seminars and one elective.

Focus Areas

International Bachelor Communication and Media

Students can obtain a Focus Area Certificate as a supplement with their diploma if they choose to take at least 2 Seminars, their Research Workshop, and their Bachelor Thesis within one or more Focus Areas.

Communication & Business

Examples of seminars:

- The Business of Media
- Transmedia Entertainment & Marketing
- Corporate Communication
- Global Advertising
- Media Industries: Trends and Strategies
- ICTS and Emerging Markets
- Media Campaigns
- Intercultural Communication at Work

Research Workshop:

- New Media and International Business

Communication & Politics

Examples of seminars:

- Media Campaigns
- Communication and International Relations
- Public Diplomacy
- Media and Diversity
- Media and Politics
- Cultural Identities and New Media
- Argumentation and Rethoric in the Public Sphere

Research Workshop:

- New Media and Political Communication

Communication, Culture & Society

Examples of seminars:

- Media, Children and Parents
- Cultural Identities and New Media
- Intercultural Communication at Work
- Media and Consumer Culture
- International Journalism
- Entertainment Media and Social Change

Research Workshop:

- New Media, Culture and Entertainment

International & Global Communication

Examples of seminars:

- Communication and International Relations
- Public Diplomacy
- Intercultural Communication at Work
- Cultural Identities and New Media
- International Journalism
- Global Advertising

Research Workshop:

- New Media and International Business
- New Media and Political Communication

Media & Entertainment

Examples of seminars:

- Entertainment Media and Social Change
- Media and Diversity
- Media, Children and Parents
- Media Entertainment and Popular culture
- Media Audiences and Effects
- Transmedia Entertainment & Marketing

Research Workshop:

- New Media, Culture and Entertainment

New Media Technologies

Examples of seminars:

- Media Industries: Trends and Strategies
- Cultural Identities and New Media
- Fundamentals and Practices of Journalism
- ICTs and Emerging Markets
- Media Campaigns
- Digital Media Analysis

Research Workshop:

- All options possible