## Study Programme

### International Bachelor Communication and Media

### Year 1

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Human Communication</td>
<td>Key Concepts in Social Sciences</td>
<td>Communication and Organizations</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td><strong>Comm. Workshop 1: Academic Skills</strong></td>
<td>Media Industries and Audiences</td>
<td>Media Systems in Comparative Perspective</td>
<td>Communication Technologies and their Impacts</td>
</tr>
<tr>
<td>Introduction to Social Science Research</td>
<td></td>
<td>Communication as a Social Force</td>
<td><strong>Research Workshop 1: Cross-national Comparative Research</strong></td>
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</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>International and Global Communication</td>
<td><strong>Comm. Workshop 2: New Media Production</strong></td>
<td><strong>Comm. Workshop 3: Communication Management</strong></td>
<td>Internship</td>
</tr>
<tr>
<td>Communication &amp; Media Labour Market Orientation</td>
<td>Qualitative Methods in Media and Communication</td>
<td>Elective</td>
<td>Abroad or in the Netherlands</td>
</tr>
<tr>
<td><strong>Quantitative Methods in Media and Communication</strong></td>
<td><strong>Focus Area Seminar 1</strong></td>
<td><strong>Research Workshop 2: Focus Area Research Workshop</strong></td>
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<tr>
<td><strong>Focus Area Seminar 2</strong></td>
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<td><strong>Focus Area Seminar 2</strong></td>
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</tbody>
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### Year 3

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exchange</strong></td>
<td>Study abroad at one of our +70 partner universities worldwide</td>
<td>Bachelor Thesis Class</td>
<td>Bachelor Thesis</td>
</tr>
<tr>
<td><strong>Elective</strong></td>
<td><strong>Comm. Workshop 4: Communication Ethics</strong></td>
<td></td>
<td><strong>Focus Area Seminar</strong></td>
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</tbody>
</table>

**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