

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: Digital Content		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 +80 partner universities worldwide		
Term 2			
Term 3	Bachelor Thesis Class	Comm. Workshop 4: Communication Ethics	Elective
Term 4		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:

- Business of Media
- Corporate Communication
- Creativity and Innovation in Contemporary Business
- Global Advertising
- Intercultural Communication at Work
- Media Industries: Trends and Strategies
- Media Campaigns
- Transmedia Entertainment & Marketing

Research Workshop:

- New Media and International Business
- Digital Media and Creative Industries

Communication & Politics

Examples of seminars:

- Argumentation and Rethoric in the Public Sphere
- Communication and International Relations
- Cultural Identities and New Media
- Media Audiences and Effects
- Media Campaigns
- Message Framing and Persuasion
- Media and Politics
- Public Diplomacy

Research Workshop:

- New Media and Political Communication

Communication, Culture & Society

Examples of seminars:

- Communicating (in)equality in the City
- Cultural Identities and New Media
- Entertainment Media and Social Change
- Intercultural Communication at Work
- International Journalism
- Media and Consumer Culture
- Media, Children and Parents
- Privacy, Surveillance and New Media Technologies

Research Workshop:

- New Media, Culture and Entertainment

International & Global Communication

Examples of seminars:

- Communication and International Relations
- Cultural Identities and New Media
- Global Advertising
- ICTS and Emerging Markets
- Intercultural Communication at Work
- International Journalism
- Media in Latin-America
- Public Diplomacy

Research Workshop:

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

Media & Entertainment

Examples of seminars:

- Entertainment Media and Social Change
- Current Perspectives on Popular Culture
- Media and Diversity
- Media, Children and Parents
- Media Entertainment and Popular culture
- Media Audiences and Effects
- Television and Society
- Transmedia Entertainment & Marketing

Research Workshop:

- New Media, Culture and Entertainment
- Digital Media and Creative Industries

New Media Technologies

Examples of seminars:

- Media Industries: Trends and Strategies
- Cultural Identities and New Media
- Fundamentals and Practices of Journalism
- Innovation and Entrepreneurship in Media and Creative Industries
- Digital Media and Health Communication
- ICTs and Emerging Markets
- Media Campaigns
- Digital Media Analysis

Research Workshop:

- All options possible