Bachelor’s programme Communication Science Year 3

Academic skills workshop

The academic skills workshop concludes at the end of the third year with a final assignment.

Research Participation

During your studies you also have to earn research credits by participating in various researches.

Internship

16 EC

In the third year of you Bachelor’s programme you will do an internship. This internship will give you insight on the practical side of Communication Science on an academic level. You will also gain valuable, relevant experience in professional setting. Your internship will give you the opportunity to apply the knowledge and skills you acquired during your studies in a practical way.

Examples of internships:
- At an advertising agency, analysing and mapping social media activity.
- At an international political organisation, working in the communication department and doing research on the effectiveness of communication policies.
- At a commercial organisation, conducting research and giving advice on internal communication.

Communication Consultancy

6 EC

In this course you will learn how to give professional communication advice and consultation. You will also study the role of the academically trained professional. Using cases this course will handle the theoretical background of the advice and decisionmaking process.

- Returndays during internship

Communication Ethics

6 EC

You will study the ethical aspects and societal consequences of mediated communication. Furthermore you will learn about the ethical and normative factors which are involved in mediated communication in society.

- Returndays during internship

Graduation Project

18 EC

The graduation project is generally done in the final phase of your studies. By writing a thesis you will use the theoretical and practical knowledge, the experiences and the insights you have acquired during your studies.

You can choose one of the following domains for your graduation project:
- Media Entertainment
- Corporate Communication
- Political Communication and Journalism
- Persuasive Communication

Topics Communication Science

2 x 6 EC

Topics are electives withing Communication Science. You can choose a subject which interests you. The selection of topics offered varies per year.

These are examples of topics offered this year:
- The role of emotions in Political Communication
- Always Connected: Key insights in youth, media and technology
- Organisations and Social Media
- Health Communication: from Theory to Practice

Note: An average workweek is 40 hours and consists out of lectures, tutorials, group evaluations, online exercises and home study.