

JAAR 1

SEMESTER 1	STUDIEPUNTEN
Actua & trends 1	3
Creative lab: design & lay-out	3
Creative lab: foto & video	3
Communicatie-essentials	3
Medialandschap	3
Taallab: Nederlands	3
Taallab: Frans 1	3
Taallab: Engels 1	3
Corporate communication	3
Marketing & basis economie	3
Research skills I (semester 1 en 2)	3
Personal & professional skills (semester 1 en 2)	3

SEMESTER 2	STUDIEPUNTEN
Brand communication	3
Taallab: professioneel communiceren	3
Digital media	3
Communicatiestrategie	3
Actua & trends 2	3
Creative lab: visual storytelling	3
Taallab: Frans 2	3
Taallab: Engels 2	3
Research skills I (semester 1 en 2)	*
Personal & professional skills (semester 1 en 2)	*

TOTAAL 60

JAAR 2

SEMESTER 1	STUDIEPUNTEN
Brand- en reputatiemanagement	3
Consumentenpsychologie	3
On- & offline mediaplanning	3
Visual content creation	3
Research skills II	3
Strategic thinking	3
Worklab 1: media analysis, research and data visualisation	6
Worklab 2: strategic & digital challenges	3
Professional communication (semester 1 en 2)	3
Pratique du français en communication (semester 1 en 2)	3
Copy & communicatie (semester 1 en 2)	3

SEMESTER 2	STUDIEPUNTEN
Conceptontwikkeling	3
Employee communication	3
Intercultural & professionals skills abroad	3
Media & Maatschappij	3
Projectmanagement & productie	3
Worklab 3: implementation & planning	3
Worklab 4: concept, creation & production	6
Professional communication (semester 1 en 2)	*
Pratique du français en communication (semester 1 en 2)	*
Copy & communicatie (semester 1 en 2)	*

TOTAAL 60

JAAR 3

SEMESTER 1	STUDIEPUNTEN
Campaigning (NL/ENG)	6
Content marketing (ENG)	3
Crossing borders	3
Leadership & professional skills	3
Mediarelaties & crisiscommunicatie (NL/FR)	6
Xpert class	9

SEMESTER 2	STUDIEPUNTEN
Stage	15
Communicatieproject	12
Bachelorproef	3

TOTAAL 60

KEUZEVAK XPERT CLASS (JAAR 3)

Entrepreneurship	3
Eventplanning & production	3
Digital adskills	3
Copywriting	3
Media & entertainment	3
International brand activation	3
Corporate stories	6

LEGENDE

* Deze opleidingsonderdelen worden verspreid over de twee semesters.

SCAN MIJ!

