

EXCHANGE COURSES IN COMMUNICATION MANAGEMENT & JOURNALISM

An English taught programme for international exchange students in communication management and journalism, on bachelor level. Courses of 'communication management and journalism' cannot be combined with courses of 'tourism and leisure management'.

Programme 2023-2024

Course unit	Specialisation	Autumn ECTS credits	Spring ECTS credits
Data Driven Communication	COM	3	
International Communication and Project	COM	3	
Omnichannel retail	COM	3	
Campaign*	COM	3	
Digital Strategy and Webdesign Portfolio	COM	6	
Masterclass Marketing Communication	COM	9	
Media in Belgium	COM	3	
Professional Communication 1	COM	3	
Spanish 1 - level A1	COM	3	
Spanish 2 - level B1	COM	4	
English for Communication 1	COM	3	
English for Journalism	JOU	6	
International Publishing	JOU	6	
European Integration – Belgium in Europe	JOU	4	
Radio and Television Journalism	JOU	6	
International Media Landscape	JOU	3	
Spanish – level A2**	COM		3
English for Communication 2	COM		3
Professional communication 2	COM		3
Internship***	COM		20
International Pitch***	COM		10

*Course will take place during 2 weeks in the exam period in January

**You can only choose this course if you've also followed Spanish 1 - level A1 in the 1st semester

*** Approval and allocation is based on a CV with relevant experience, your English language level (minimum B2) and a transcript of records, followed by an interview with the program director.

