



International Communication Management

You can choose between the specialisations 'public relations and information' (PR) or 'commercial communication'(CC).

FIRST YEAR*		
Course	ECTS	Teaching language
Marketingcommunicatie en PR	6	Dutch
English for Communication 1	3	English
English for Communication 2	3	English
Frans voor Communicatie 1	3	French
Frans voor Communicatie 2	3	French
Maatschappelijke issues	3	Dutch
Digital Tools and Apps	3	Dutch
Consumentenpsychologie	3	Dutch
Kunst-Wijzer	3	Dutch
Marketing	3	Dutch
Visual Storytelling 1	3	Dutch
Communicatie Canvas	3	Dutch
Van pers tot publiek	3	Dutch
Bloggen en Podcast	3	Dutch
Creative Content Creation	3	Dutch
Hot Topics in Communicatie	3	Dutch
Inspiratielab Communicatie	6	Dutch
Media in Belgium	3	English

SECOND YEAR*		
Course	ECTS	Teaching language
Professional communication 1	3	English
Professional communication 2	3	English
Communication professionnelle 1	3	French
Communication professionnelle 2	3	French
Sociologie	3	Dutch
Communicatie-onderzoek	3	Dutch
Copywriting 1	3	Dutch
Overheidscommunicatie	3	Dutch
Visual storytelling 2: video	6	Dutch
Wetgeving	3	Dutch
Grafisch ontwerp: Photoshop	3	Dutch
Grafisch ontwerp: Indesign	3	Dutch
Reclame	3	Dutch
Public Relations	3	Dutch
International Project	3	English
Student Start-Up	3	Dutch
Event Live Lab PR/CC	6	Dutch
Talent @ Work PR/ CC	3	Dutch
Spanish 1 - level A1 (optional)	4	Spanish

THIRD YEAR*		
Course	ECTS	Teaching language
Data Driven Communication	3	English
International Communication and Project	3	English
Copywriting 2	3	Dutch
Omnichannel Retail	3	English
Digital Strategy and Webdesign Portfolio	6	English
Campaign	3	English
Masterclass MarketingCommunication	9	English
International Pitch PR/CC	10	English
Internship PR/CC or Internship PR/ CC XL	20 23	English English
Communication Internationale et Projet (optional when chosen Internship XL)	3	French
Spanish 2 - level B1 (optional)	4	Spanish

*TABLES SUBJECT TO CHANGE