Study Programme

Academic year 2023-2024

Faculty of Political and Social Sciences
Master of Science in Communication Science -- Communication Management

Language of instruction: Dutch
Programme version 15

1 Courses Related to the Main Subject — 48 credits

Nr	Course		CRDT	Ref	MT1	Session	Study
1	K001304	Interdisciplinary Consumer Theory	7		1	A:1	210
		Patrick Vyncke -- Department of Communication Sciences					
2	K001305	Digital Marketing [en]	7		1	A:1	210
		Dieneke Van de Sompel -- Department of Communication Sciences					
3	K001423	Strategic Communication, Challenges	9		1	A:J	270
		Veroline Cauberghe -- Department of Communication Sciences					
4	K001419	Marketing ethics	7		1	A:1	210
		Liselot Hudders -- Department of Communication Sciences					

1.1 Master's dissertation — 18 credits

Nr	Course		CRDT	Ref	MT1	Session	Study
1	K001417	Master's Dissertation	18		1	A:J	540
		Patrick Vyncke -- Department of Communication Sciences					

2 Elective Courses — 12 credits

Subscribe to 1 module from the following list.

2.1 Elective Courses — 12 credits

Subscribe to 12 credit units from the following list. Subject to approval by the faculty.

Nr	Course		CRDT	Ref	MT1	Session	Study
1	K001308	Business Models for Digital Media	7			A:1	210
		Tom Evens -- Department of Communication Sciences					
2	K001307	New Media Studies [en]	7			A:1	210
		Ralf De Wolf -- Department of Communication Sciences					
3	K001309	Technology and Innovation Policy	7			A:1	210
		Tom Evens -- Department of Communication Sciences					
4	K000494	Media and Gender	7			A:2	210
		Sofie Van Bauwel -- Department of Communication Sciences					
5	F000845	Business Administration	4			A:2	120
		Mirjam Knockaert -- Department of Marketing, Innovation and Organisation					
6	F000446	Markets and Prices	6			A:1	180
		Dirk Van de gaer -- Department of Economics					
7	F000855	Organization Theory [en]	4			A:2	120
		Gosia Kozusznik -- Department of Marketing, Innovation and Organisation					
8	F000859	Corporate Social Responsibility	3			A:2	90
		Saskia Crucke -- Department of Marketing, Innovation and Organisation					
9	E076450	Basic Entrepreneurship	3	UKV		A:1	90
		Yannick Dillen -- Department of Marketing, Innovation and Organisation					
10	E076431	Introduction to Entrepreneurship [en]	3			A:1	90
		Petra Andries -- Department of Marketing, Innovation and Organisation					
11	E076460	Dare to Venture [en]	4			A:2	120
		Johan Verrue -- Department of Marketing, Innovation and Organisation					

Nr	Course		CRDT	Ref	MT1	Session	Study
12	E076471	Dare to Start [en]	3			A:2	90
		Frank Gielen -- Department of Information Technology					
13	K001339	Sustainability Thinking	5	UKV		A:J	150
		Thomas Block -- Department of Political Sciences					
14	F000892	Innovation Management	3			B:2	90
		Katrien Verleye -- Department of Marketing, Innovation and Organisation					
15	K001312	Advanced Course in Dutch Language Mastery	5			A:1	150
		Anne-Sophie Ghyselen -- Department of Linguistics					
16	K001193	Advanced Qualitative Techniques	5			A:2	150
		Peter Stevens -- Department of Sociology					
17	K000902	Advanced Quantitative Techniques	5			A:1	150
		John Lievens -- Department of Sociology					

2.2 Internship   12 credits

Nr	Course		CRDT	Ref	MT1	Session	Study
1	K001302	Professional Training	12			A:2	360
		Hanne Vandenberghe -- Department of Communication Sciences					

2.3   12 credits

Nr	Course		CRDT	Ref	MT1	Session	Study
1	K001354	Community Service Learning: Citizenship in a digital society	7			A:J	210
		Liselot Hudders -- Department of Communication Sciences					
2	K001339	Sustainability Thinking	5	UKV		A:J	150
		Thomas Block -- Department of Political Sciences					

3 International Exchange

In the context of a period of study abroad during the second semester, students take an equivalent package of courses to a total amount of 21 ECTS replacing the elective courses and the practical full year course unit pertaining to the main courses.

Nr	Course		CRDT	Ref	MT1	Session	Study
1	K001430	Study Programme Abroad [en]	21			A:2	630
		Tom Evens -- Department of Communication Sciences					

Teaching

When a course is not taught (solely) in the programme's language of instruction, the effectively used languages are indicated in square brackets following the cours name, using the following ISO codes:

bg: Bulgarian	de: German	es: Spanish	ja: Japanese	pl: Polish	sh: Kroatian/Serbian	zh: Chinese
cs: Czech	el: Greek	fr: French	nl: Dutch	pt: Portuguese	sl: Slovene	
da: Danish	en: English	it: Italian	no: Norwegian	ru: Russian	sv: Swedish	

Semester

Semesters are indicated by their number (1 or 2); semester 3 represents the summer period and J indicates a course spanning semesters 1 and 2. When a capital letter precedes a semester number, the course has multiple offerings. The letter indicates the offering concerned. When a semester is shown in brackets, the course in not offered this year in the specific offering. The offering frequency and first year of offering are indicated by the following codes:

a: bi-annually	c: annually, from 2024-2025	f: annually, from 2025-2026	i: annually, from 2026-2027
b: tri-annually	d: bi-annually, from 2024-2025	g: bi-annually, from 2025-2026	j: bi-annually, from 2026-2027
	e: tri-annually, from 2024-2025	h: tri-annually, from 2025-2026	k: tri-annually, from 2026-2027