

Faculty of Political and Social Sciences

Master of Science in Communication Science -- Communication Management

Language of instruction: Dutch

Programme version 16

## 1 Courses Related to the Main Subject 48 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	K001304 Interdisciplinary Consumer Theory Patrick Vyncke -- Department of Communication Sciences	7		1	A:1	210
2	K001438 Digital Persuasive Communication [en] Dienke Van de Sompel -- Department of Communication Sciences	7		1	A:1	210
3	K001419 Marketing ethics Liselot Hudders -- Department of Communication Sciences	7		1	A:1	210
4	K001423 Strategic Communication, Challenges Veroline Cauberghe -- Department of Communication Sciences	9		1	A:J	270

### 1.1 Master's dissertation 18 credits

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

## 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 Tom Evens -- Department of Communication Sciences	7			A:1	210
2	K001307 New Media Studies [en] Ralf De Wolf -- Department of Communication Sciences	7			A:1	210
3	K001309 Technology and Innovation Policy Tom Evens -- Department of Communication Sciences	7			A:1	210
4	K000494 Media and Gender Sofie Van Bauwel -- Department of Communication Sciences	7			A:2	210
5	F000845 Business Administration Mirjam Knockaert -- Department of Marketing, Innovation and Organisation	4			A:2	120
6	F001008 Markets and Prices Dirk Van de gaer -- Department of Economics	5			A:1	150
7	F000855 Organization Theory [en] Gosia Kozusznik -- Department of Marketing, Innovation and Organisation	4			A:2	120
8	F000859 Corporate Social Responsibility Saskia Crucke -- Department of Marketing, Innovation and Organisation	3			A:2	90
9	E076450 Basic Entrepreneurship	3	UKV		A:1	90
10	E076431 Introduction to Entrepreneurship [en] Petra Andries -- Department of Marketing, Innovation and Organisation	3			A:1	90
11	E076460 Dare to Venture [en] Johan Verrue -- Department of Marketing, Innovation and Organisation	4			A:2	120
12	E076471 Dare to Start [en] Frank Gielen -- Department of Information Technology	3			A:2	90

13	F000892	Innovation Management Katrien Verleye -- Department of Marketing, Innovation and Organisation	3			B:2	90
14	K001312	Advanced Course in Dutch Language Mastery Anne-Sophie Ghyselen -- Department of Linguistics	5			A:1	150
15	K001193	Advanced Qualitative Techniques Peter Stevens -- Department of Sociology	5			A:2	150
16	K000902	Advanced Quantitative Techniques John Lievens -- Department of Sociology	5			A:1	150

## 2.2 Internship 12 credits

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

## 2.3 Social Engagement and Sustainability 12 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	K001354 Community Service Learning: Citizenship in a digital society Liselot Hudders -- Department of Communication Sciences	7			A:J	210

### 2.3.1 Electives Social Engagement and Sustainability

Subscribe to no less than 5 and no more than 6 credit units from the following list.

Nr	Course	CRDT	Ref	MT1	Session	Study
1	K001298 Sustainable Development [en] Bernard Mazijn -- Department of Conflict and Development Studies	5			A:2	150
2	E084581 Sustainable Cities Michiel Dehaene -- Department of Architecture and Urban Planning	6			A:J	180

## 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] Tom Evens -- Department of Communication Sciences	21			A:2	630

### 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 course name, using the following ISO codes:

bg: Bulgarian	de: German	es: Spanish	ja: Japanese	pl: Polish	sh: Croatian/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 is 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 2025-2026	f: annually, from 2026-2027	i: annually, from 2027-2028
b: tri-annually	d: bi-annually, from 2025-2026	g: bi-annually, from 2026-2027	j: bi-annually, from 2027-2028
	e: tri-annually, from 2025-2026	h: tri-annually, from 2026-2027	k: tri-annually, from 2027-2028