Study Programme

Academic year 2024-2025

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	7		1	A:1	210
		Patrick Vyncke -- Department of Communication Sciences					
2	K001438	Digital Persuasive Communication [en]	7		1	A:1	210
		Dieneke Van de Sompel -- Department of Communication Sciences					
3	K001419	Marketing ethics	7		1	A:1	210
		Liselot Hudders -- Department of Communication Sciences					
4	K001423	Strategic Communication, Challenges	9		1	A:J	270
		Veroline Cauberghe -- 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	F001008	Markets and Prices	5			A:1	150
		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] *Wouter Haerick -- 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 Vandenberghe -- 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 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 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