

Faculty of Political and Social Sciences

Master of Science in Communication Science -- Communication Management

Language of instruction: Dutch

Programme version 17

1 Courses Related to the Main Subject 48 credits

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

1.1 Master's dissertation 18 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	K001417 Master's Dissertation <i>Patrick Vyncke -- Department of Communication Sciences</i>	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 <i>Tom Evens -- Department of Communication Sciences</i>	7			A:1	210
2	K001307 New Media Studies [en] <i>Ralf De Wolf -- Department of Communication Sciences</i>	7			A:1	210
3	K001309 Technology and Innovation Policy <i>Tom Evens -- Department of Communication Sciences</i>	7			A:1	210
4	K000494 Media and Gender <i>Sofie Van Bauwel -- Department of Communication Sciences</i>	7				210
5	F000845 Business Administration <i>Mirjam Knockaert -- Department of Marketing, Innovation and Organisation</i>	4			A:2	120
6	F001008 Markets and Prices <i>Dirk Van de gaer -- Department of Economics</i>	5			A:1	150
7	F000855 Organization Theory [en] <i>Gosia Kozusznik -- Department of Marketing, Innovation and Organisation</i>	4			A:2	120
8	F000859 Corporate Social Responsibility <i>Saskia Crucke -- Department of Marketing, Innovation and Organisation</i>	3			A:2	90
9	F001021 Basic Entrepreneurship <i>Yannick Dillen -- Department of Marketing, Innovation and Organisation</i>	3	UKV			90
10	F001020 Introduction to Entrepreneurship <i>Petra Andries -- Department of Marketing, Innovation and Organisation</i>	3				90
11	F001022 Dare to Venture <i>Johan Verrue -- Department of Marketing, Innovation and Organisation</i>	4				120

12	E076471	Dare to Start [en] <i>Wouter Haerick -- Department of Information Technology</i>	3		A:2	90
13	F000892	Innovation Management <i>Katrien Verleye -- Department of Marketing, Innovation and Organisation</i>	3		B:2	90
14	K001312	Advanced Course in Dutch Language Mastery <i>Anne-Sophie Ghyselen -- Department of Linguistics</i>	5		A:1	150
15	K001193	Advanced Qualitative Techniques <i>Peter Stevens -- Department of Sociology</i>	5		A:2	150
16	K000902	Advanced Quantitative Techniques <i>John Lievens -- Department of Sociology</i>	5		A:1	150
17	K001410	Advanced statistics <i>Gino Verleye -- Department of Communication Sciences</i>	5		A:1, B:2	150

2.2 Internship

12 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	K001302 Professional Training	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 <i>Liselot Hudders -- Department of Communication Sciences</i>	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] <i>Bernard Mazijn -- Department of Conflict and Development Studies</i>	5			A:2	150
2	E084581 Sustainable Cities <i>Thomas Block -- Department of Political Sciences</i>	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] <i>Tom Evens -- Department of Communication Sciences</i>	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 2026-2027	f: annually, from 2027-2028	i: annually, from 2028-2029
b: tri-annually	d: bi-annually, from 2026-2027	g: bi-annually, from 2027-2028	j: bi-annually, from 2028-2029
	e: tri-annually, from 2026-2027	h: tri-annually, from 2027-2028	k: tri-annually, from 2028-2029