

information brochures and/or company magazines, webcare, online communication and communicating via social media, storytelling, etc. Concrete communication techniques and settings will be further explained in the course of the lectures. Picking up on recent developments in generative AI, reflection on and use of AI tools in some of the assignments is also included.

Initial competences

The student:

- has acquired the final objectives of the Bachelor in Applied Language Studies
- is able to produce English texts of more than average difficulty, as found in professional contexts
- is able to communicate orally in English in a number of professional contexts (C1-level)
- is able to put the appropriate heuristic aids to adequate and critical use.

Final competences

- 1 Having a command of English at C2 level of the Common European Framework of Reference for Languages for oral skills (production and interaction) and writing skills. [MC. 1.1, assessed]
- 2 Independently and creatively conceptualising and producing English texts in professional communicative contexts (including reports and strategic correspondence of companies and (inter)national organisations). [MC 1.1, MC. 6.1, MC. 6.2, MC. 6.4.; assessed]
- 3 Acquiring a thorough insight into professional contexts and relevant aspects of intercultural communication. [M.C 4.1assessed, MC. 6.3, assessed];
- 4 Communicating professionally and correctly in highly-demanding spoken communicative contexts such as meetings, negotiations and informative or persuasive presentations and/or in contexts of language training with a thorough understanding of intercultural aspects. [MC. 1.1, M.C. 6.1., MC. 6.2, MC. 6.3, MC. 6.4, assessed]
- 5 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. [MC. 6.6, assessed].
- 6 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team. [MC. 6.7, assessed]
- 7 Students are able to critically use and assess AI and AI output [assessed]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar, Independent work

Extra information on the teaching methods

Students put communicative tactics and skills into practice through written and oral communication assignments.

For the written assignments, students are given writing assignments during class in which some principles and rules of the specific genre (e.g., crisis communication, staff magazine, storytelling, etc.) must be applied (with or without an imposed time limit). In writing assignments, students are guided individually and oral and written feedback is organised based on draft versions. This is applied within the corporate communication and storytelling modules.

For oral assignments, role-plays and simulation exercises (e.g. negotiation, product presentations) are used, which are subject peer review by the lecturer and peers.

Due to the practical nature of the classes, classes are not recorded

Study material

Type: Slides

Name: slides

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Type: Handouts

Name: Handouts

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

References

Koch, T., Vogel, J., Denner, N., & Encarnacao, S. (2018). Voice of the management or employee advocate? How editors of employee magazines see their professional role. *Corporate communications: an international journal*, 23(1), 51-65.

Bentley, J. M. (2015). Shifting identification: A theory of apologies and pseudo-apologies. *Public relations review*, 41(1), 22-29.

Fischer, R., W. Ury & B. Patton. 1991. Getting to yes. Negotiating agreement without giving in. Sydney: Century Business.

Crespo, C. F., Ferreira, A. G., & Cardoso, R. M. (2023). The influence of storytelling on the consumer–brand relationship experience. *Journal of Marketing Analytics*, 11(1), 41-56.

Course content-related study coaching

Exercises in class

Individual assessment and feedback per assignment.

Extra feedback during office hours

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

First session:

Assignment (100%): Consists of a portfolio which comprises (oral and written) assignments; class attendance is required

Second session:

Assignment (50%): a modified portfolio is submitted

Oral examination (50%)

Calculation of the examination mark

Assignment (100%):

Consists of a portfolio which comprises (oral and written) assignments; class attendance is required

Final mark is based on the marks allotted to each of the individual assignments after feedback has been processed. 50% written, 50% spoken

Second session:

Assignment (50%): a modified portfolio is submitted

Oral examination (50%)

Facilities for Working Students

1 Possibility to be exempted from attendance

1 Possibility to be exempted from classes and have an alternative assignment instead (with extra information regarding assignment). To be discussed with lecturer.

2 Possibility to be exempted from certain classes (with extra information regarding compulsory lectures)

1 Regarding possibility to reschedule exam:

1 Possible to reschedule portfolio submission

1 Possibility regarding feedback

1 Possibility to get feedback via e-mail, via telephone, during or after office hours (by appointment).

Students with a special status, please consult: <https://www.ugent.be/prospect/en/administration/application/special-status>