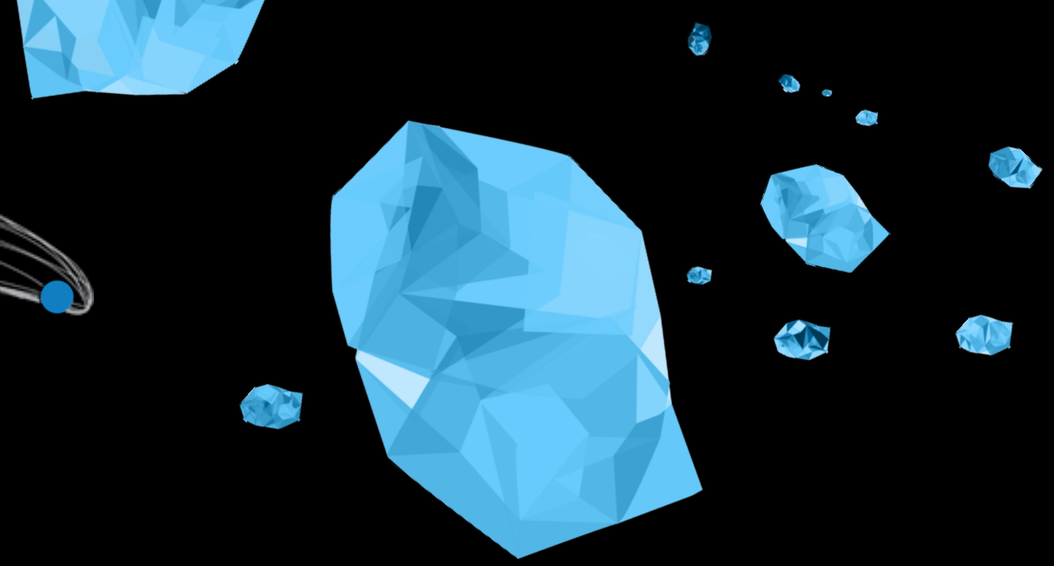
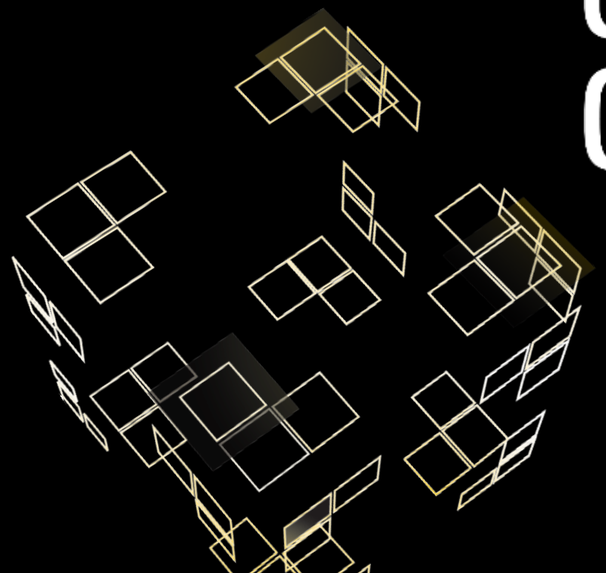
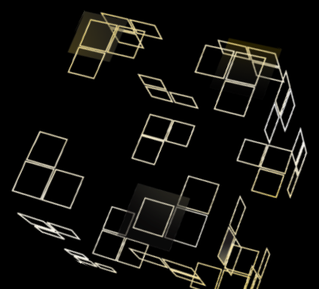
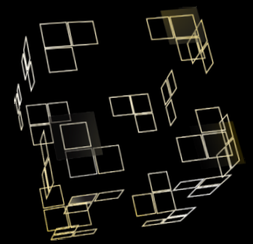


COMMUNICATION SCIENCE

# UNIVERSITY OF TWENTE.

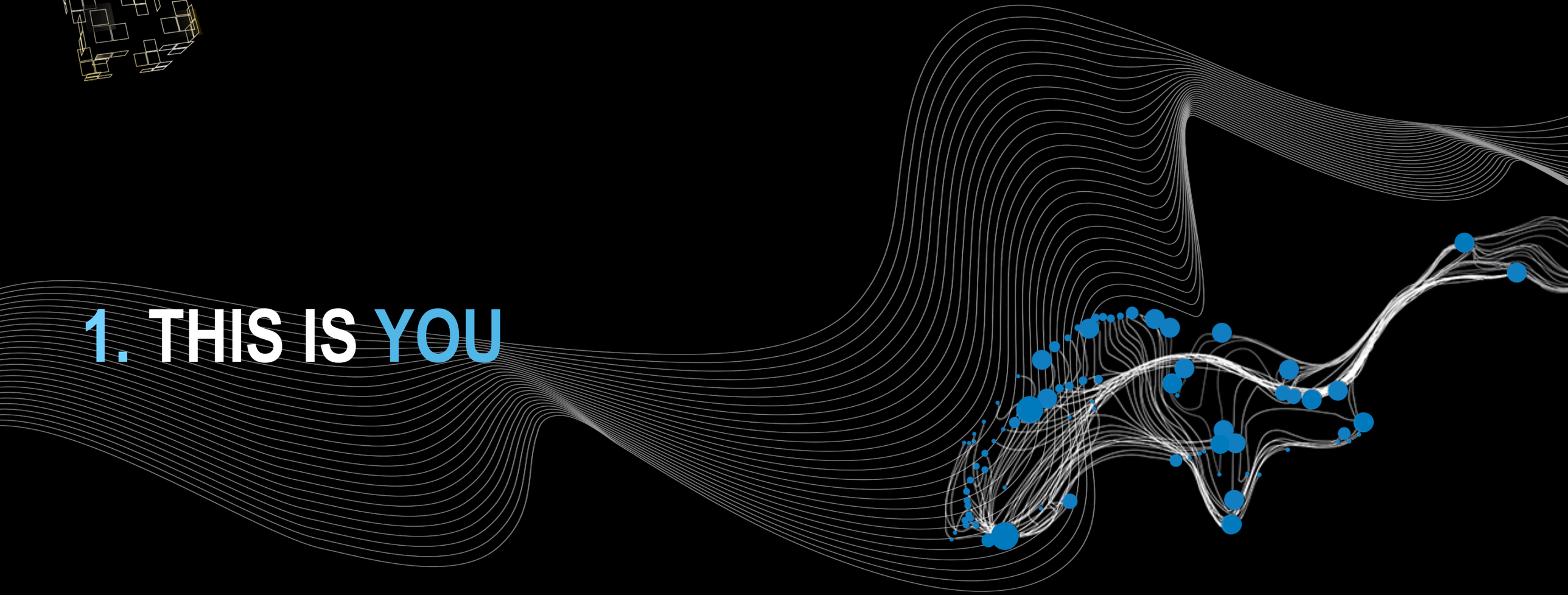






# PROGRAM FOR TODAY

UNIVERSITY OF TWENTE.



# 1. THIS IS YOU

UNIVERSITY
OF TWENTE.

YOU HAVE A BROAD INTEREST AND AN OPEN MIND

YOU CARE ABOUT SOCIETY AND WANT TO ENGAGE WITH IT

COMPLEX SITUATIONS AND CHALLENGES ATTRACT YOU

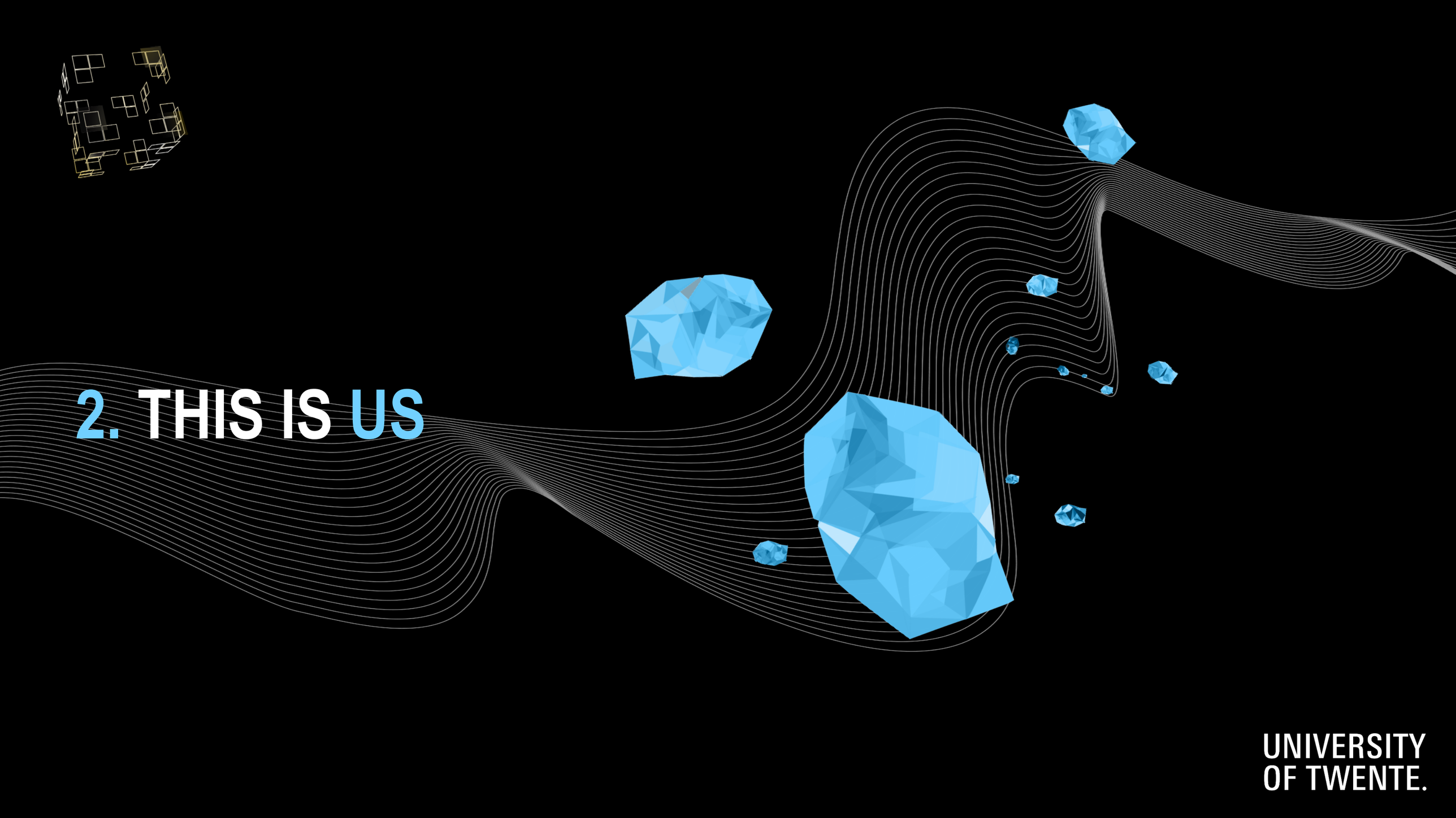
UNIVERSITY OF TWENTE.

YOU ARE OBSERVANT AND SENSITIVE AND SEE THINGS OTHERS MISS

YOU BELIEVE IN NEW REVOLUTIONARY WAYS OF COMMUNICATING

YOU ARE AWARE OF THE IMPACT OF TECHNOLOGY ON SOCIETY

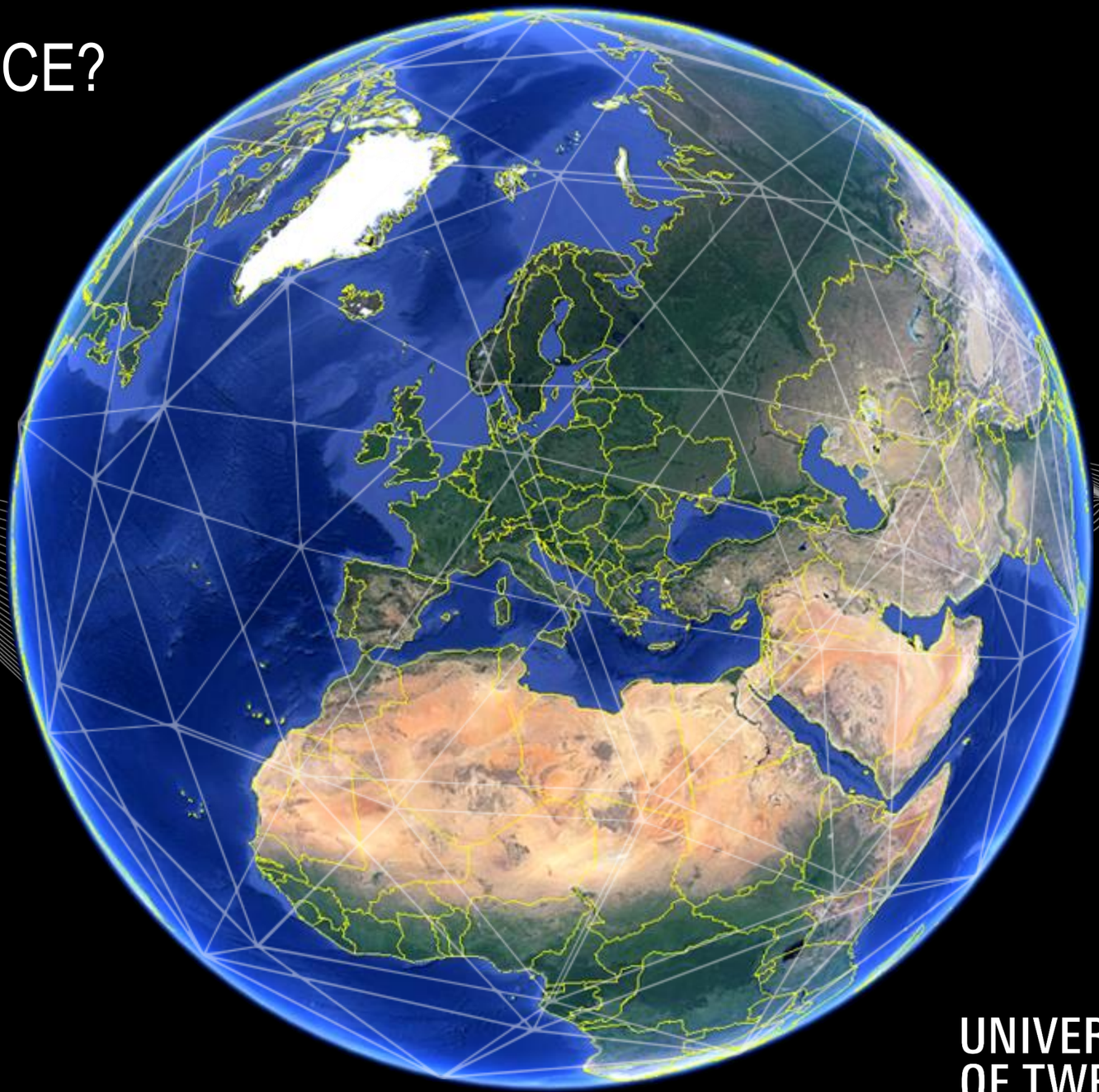
UNIVERSITY OF TWENTE.



# 2. THIS IS US

UNIVERSITY
OF TWENTE.

# WHY COMMUNICATION SCIENCE?



**COMPLEX**
**DYNAMIC**
**DIVERSE**

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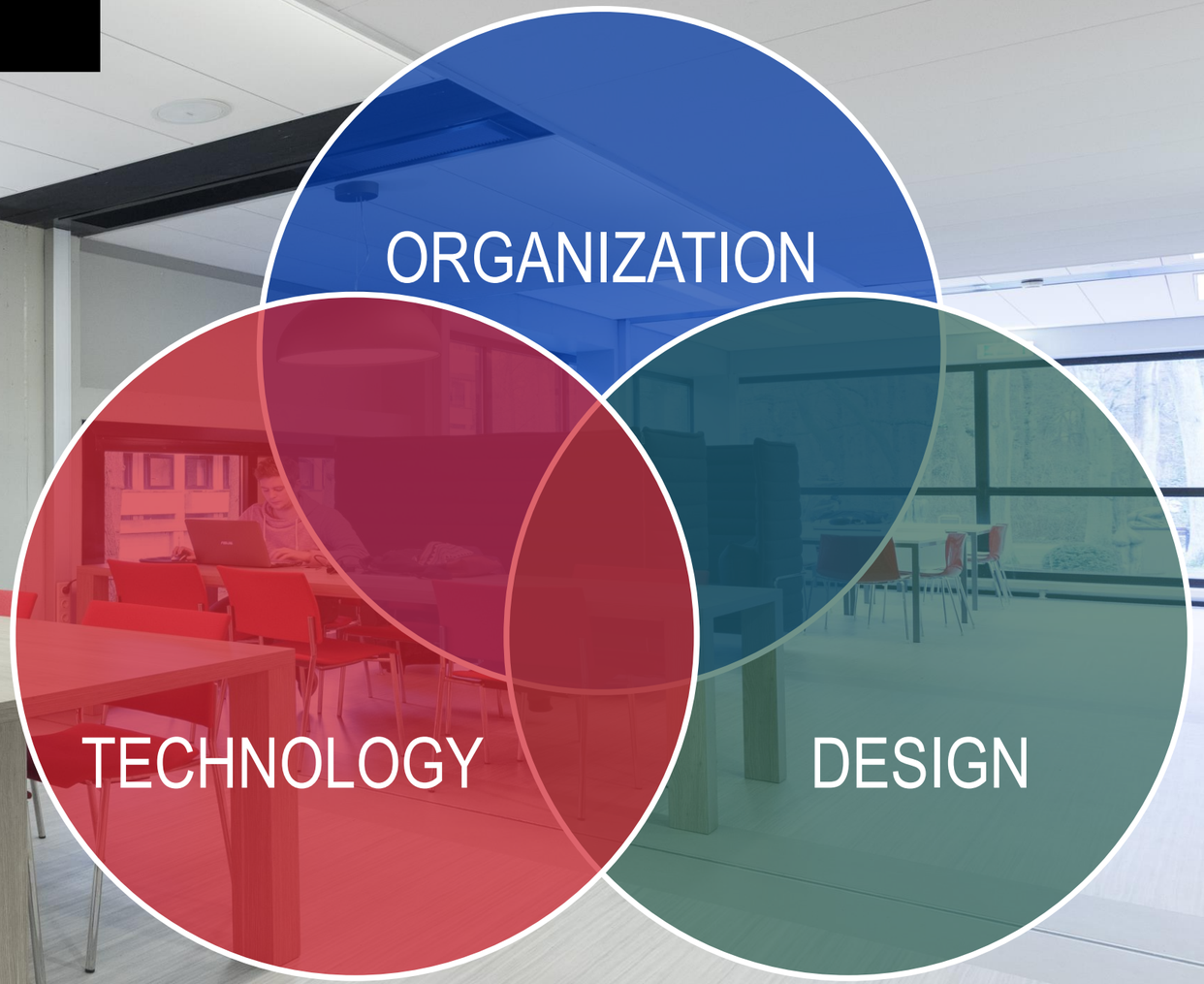
OF TWENTE.

‘WE AIM TO EDUCATE THE COMMUNICATION PROFESSIONAL OF THE FUTURE BY CONNECTING COMMUNICATION THEORIES WITH ORGANIZATIONAL CONTEXTS, TECHNOLOGICAL DEVELOPMENTS AND DESIGN.’

UNIVERSITY OF TWENTE.

# WHY COMMUNICATION SCIENCE AT A TECHNICAL UNIVERSITY?

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# COMMUNICATION AND ORGANISATION

Organisation is communication

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# COMMUNICATION AND TECHNOLOGY

Communication with technology
Communication about technology
Communication and technology team up

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# COMMUNICATION AND DESIGN

Design communicates

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# TECHNOLOGY / DESIGN AND **YOU**

You have to understand the language and the challenges designers or tech-developers face, but you don’t have to become one.

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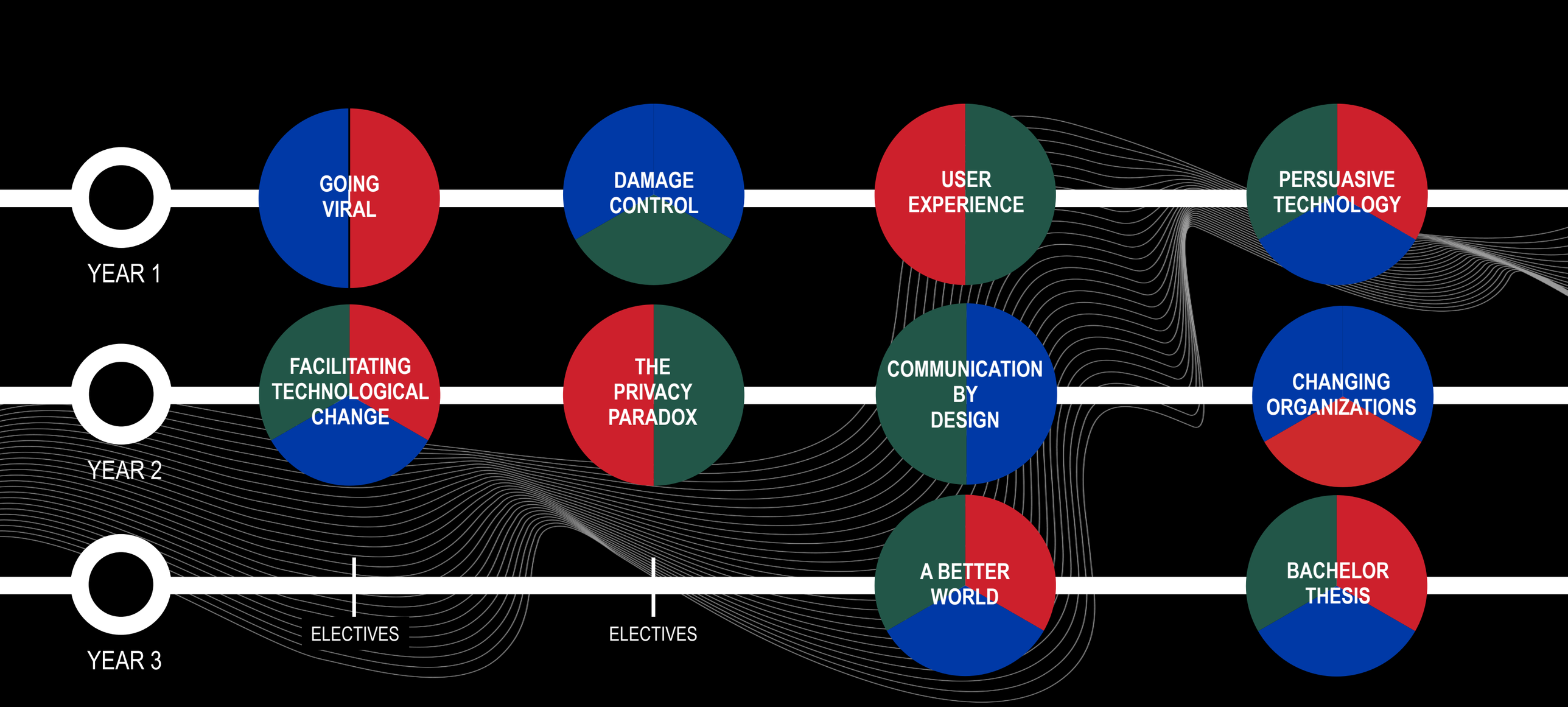


# PROFILE OF THE PROGRAMME COMMUNICATION SCIENCE

ORGANISATION
DESIGN
TECHNOLOGY

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# 3. INNOVATIVE EDUCATION

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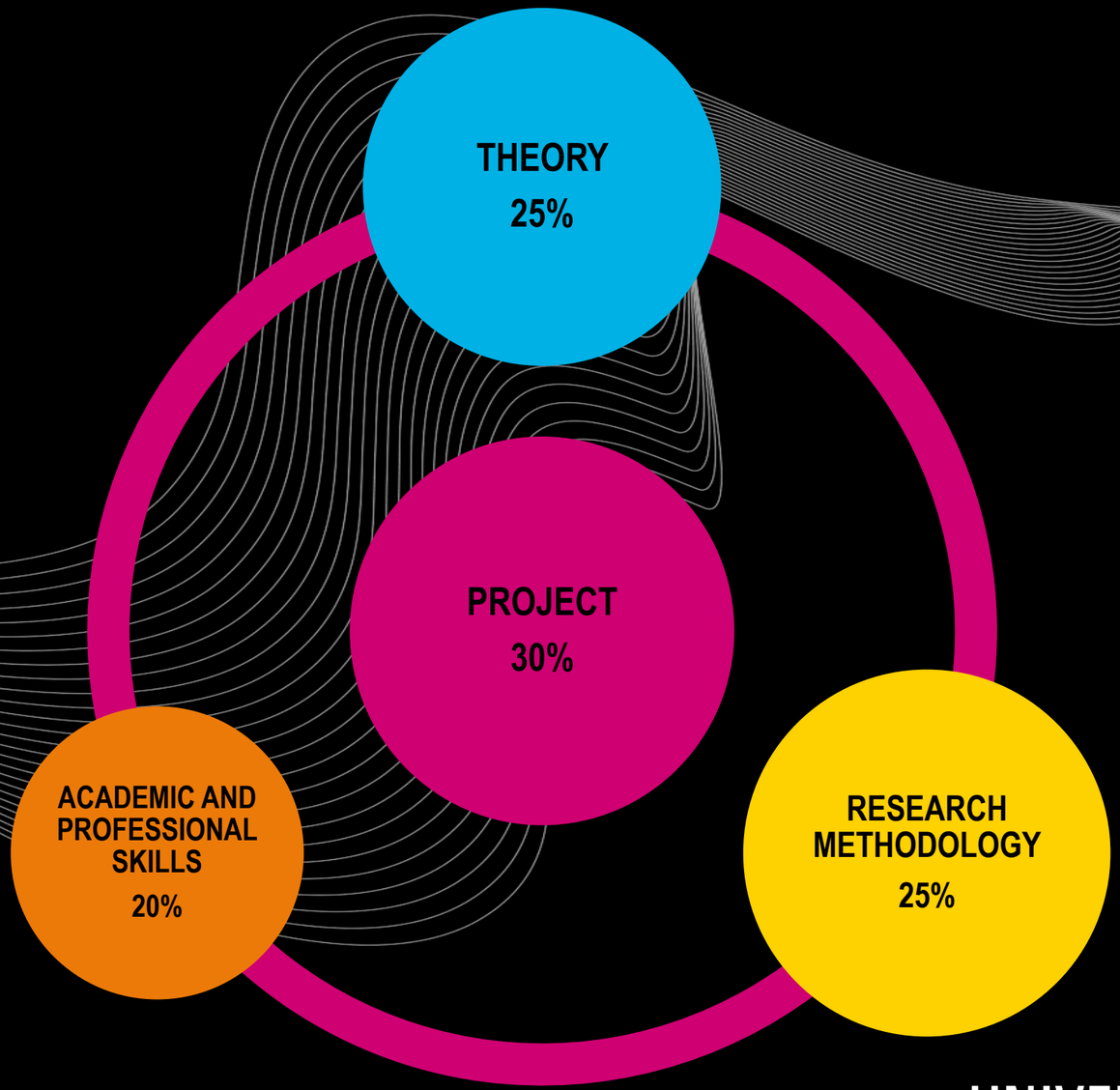
# INNOVATIVE EDUCATION

1. Twente Educational Model
   - Project based learning
   - Four modules a year
   - 10 week modules of 15 EC (1 EC = 28 HRS)
   - Binding study advice
2. Four learning trajectories
3. Theory meets practice
4. Multidisciplinary on the campus

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# FIRST YEAR

| TEACHING LEARNING TRAJECTORIES | GOING VIRAL | DAMAGE CONTROL | USER EXPERIENCE | PERSUASIVE TECHNOLOGY |
|---|---|---|---|---|
| PROJECT | DIGITAL VIRAL CAMPAIGN PLANNING | REPUTATION AND CRISIS MANAGEMENT | USER PERSPECTIVES IN TECHNOLOGY DESIGN | TECHNOLOGY DESIGN AND COMPLIANCE |
| THEORY | MARKETING COMMUNICATION AND SOCIAL MEDIA | STRATEGIC CORPORATE COMMUNICATION | HUMAN-TECHNOLOGY INTERACTION | BEHAVIOURAL CHANGE |
| RESEARCH METHODOLOGY | RESEARCH METHODOLOGY AND DESCRIPTIVE STATISTICS | DATA COLLECTION AND SCALE CONSTRUCTION | QUALITATIVE METHODS 1 | QUANTATIVE DATA ANALYSIS 1 |
| SKILLS | ACADEMIC WRITING AND PRESENTING 1 | CRISIS RESPONSE AND MEDIA REPRESENTATION | INSTRUCTIONAL DESIGN | PROFESSIONAL COMMUNICATION |

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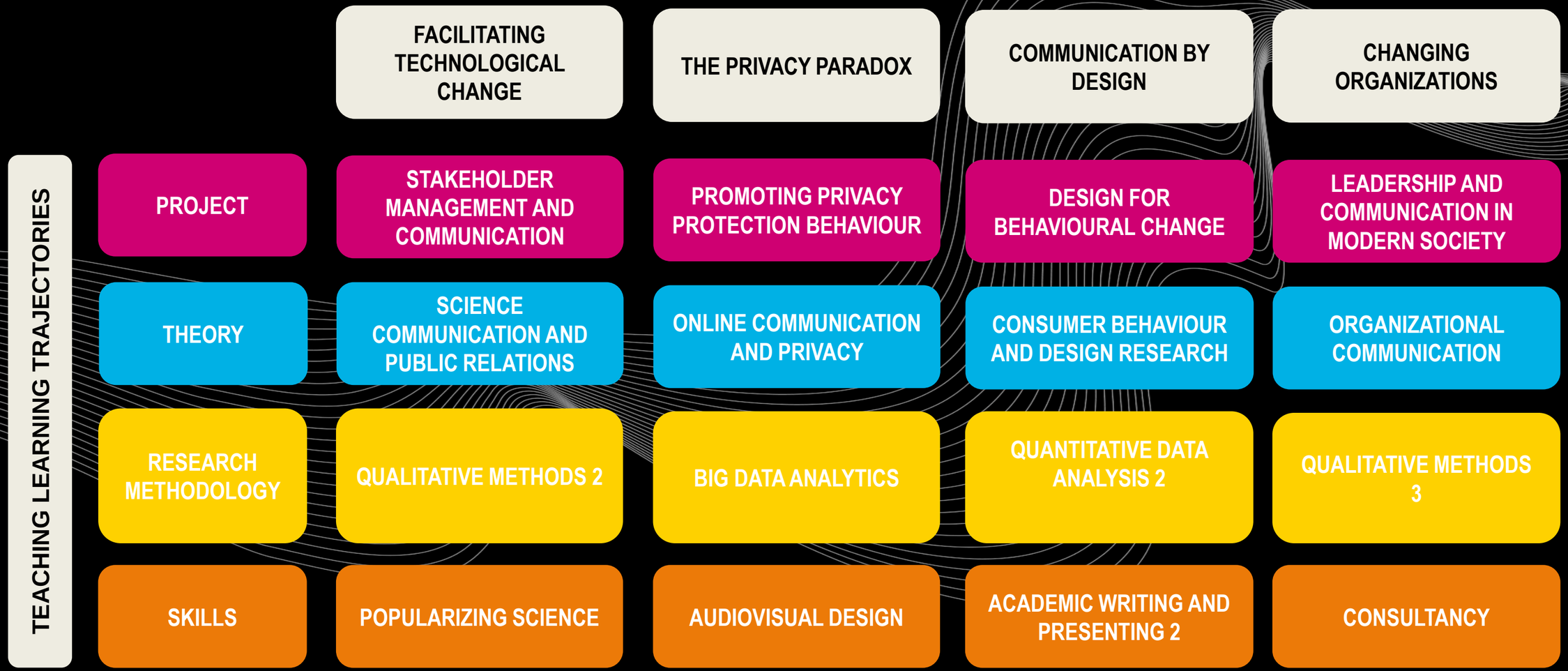
# SECOND YEAR

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# THIRD YEAR ELECTIVES

- MINOR @ UT
- MINOR AT ANOTHER UNIVERSITY
- HTHT MINORS
- PREMASTER
- INTERNSHIP

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# PROJECTS

## FIRST YEAR

CREATE A VIRAL MARKETING CAMPAIGN

PROTECT AN ORGANISATION IN CRISIS

EXPLAIN TECHNOLOGY TO USERS

DESIGN AN APP TO CHANGE BEHAVIOURS

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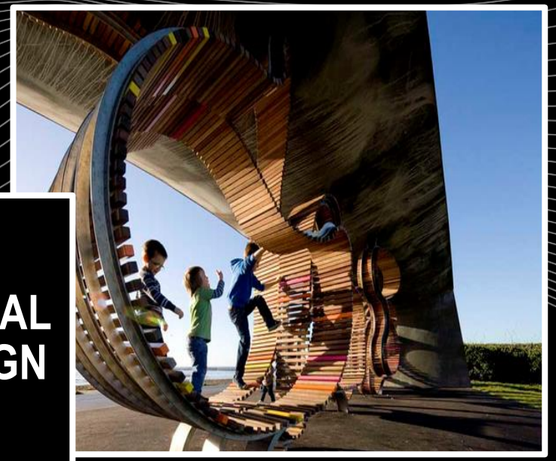
# PROJECTS

## SECOND YEAR

LAUNCH A POPULAR SCIENCE MAGAZINE

PROMOTE PRIVACY AWARENESS

STIMULATE PROSOCIAL BEHAVIOUR BY DESIGN



TRAIN THE LEADERS OF TOMORROW

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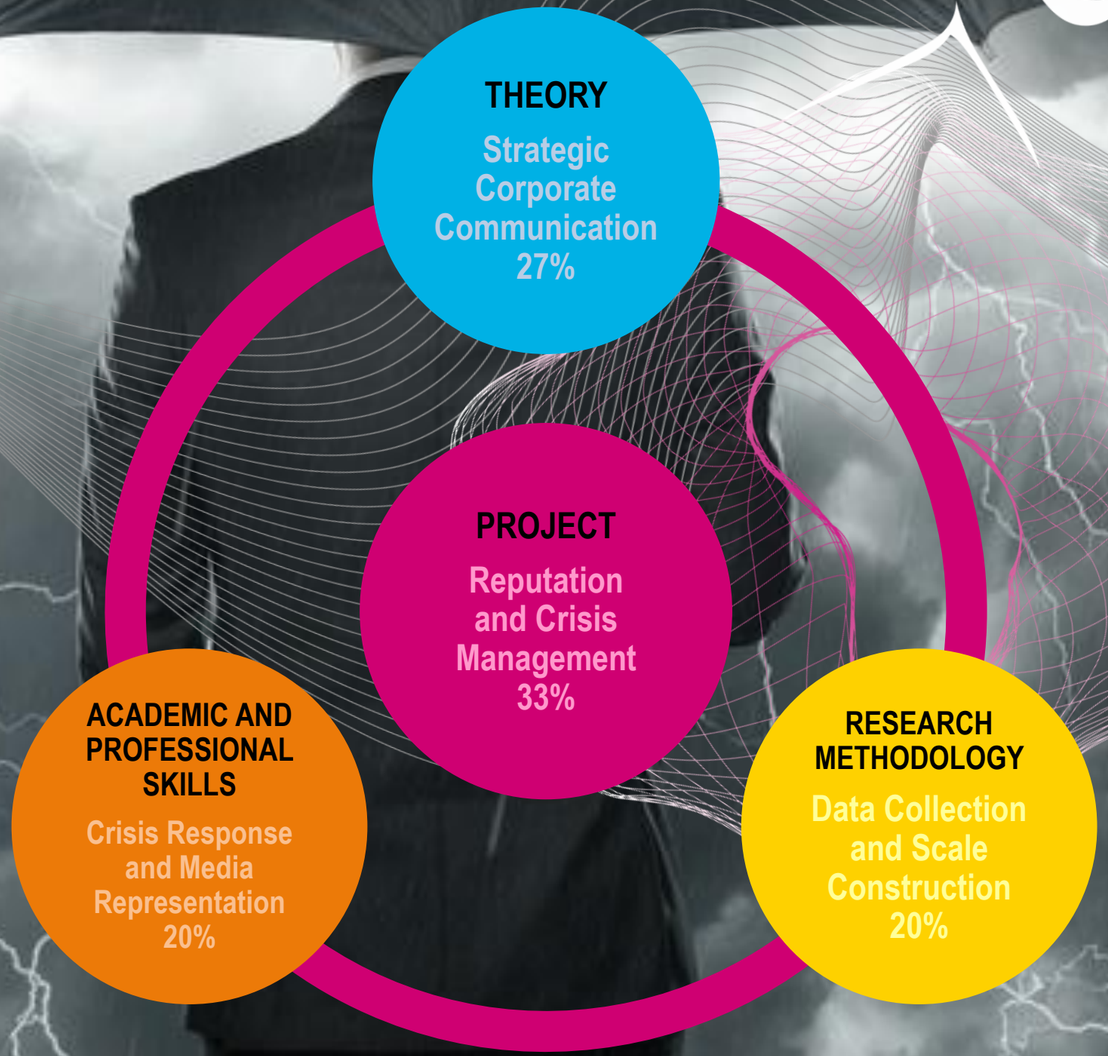
# MODULE 2
# DAMAGE CONTROL.

Crisis and reputation management

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# PROJECT
# DAMAGE CONTROL

- AZV: recent changes: public perception?
- What is our identity?
- What is our reputation?
- Case description: History, stakeholders, structure, recent developments, employees

- Case + book + articles = analysis + advice

Grading: challenges and consultancy talks

AZV
Academisch Ziekenhuis St Vitus

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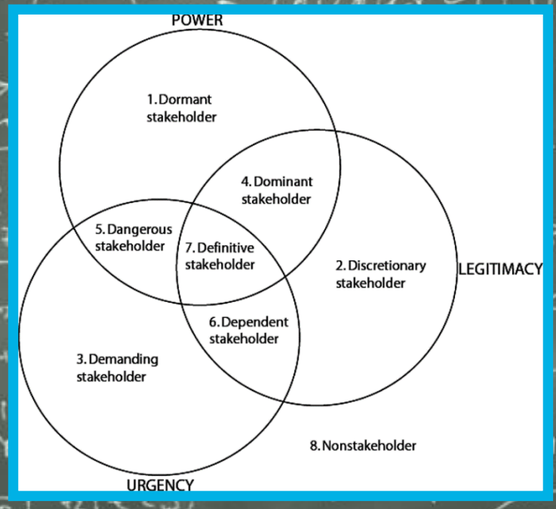
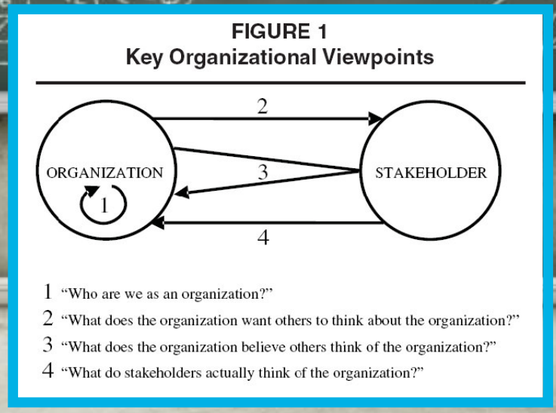
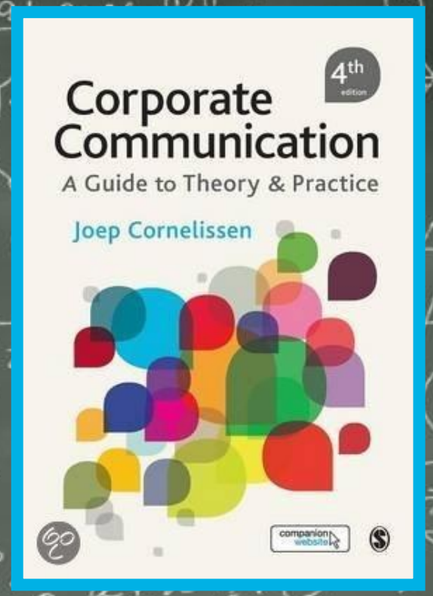
# THEORY
# STRATEGIC COMMUNICATION

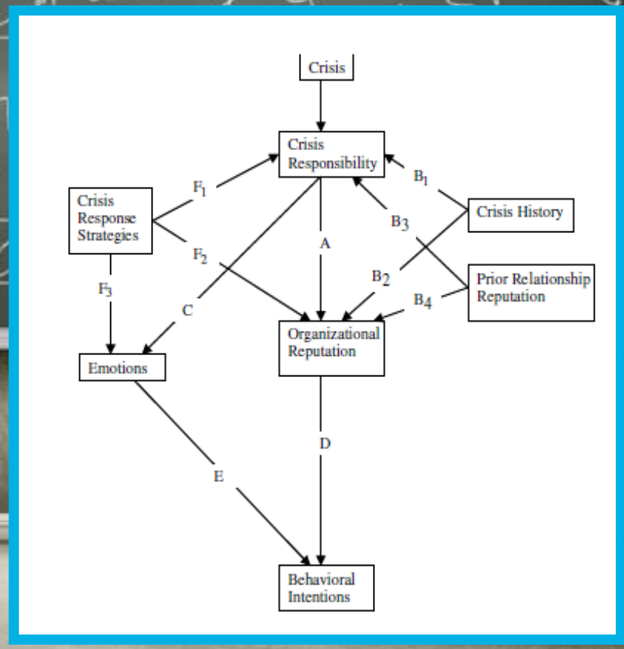
- What is a reputation (relevance, antecedents, effects)?
- Corporate image & corporate identity
- Stakeholder analysis
- Reputation management strategies
- Communication strategy
- Reputation and crisis
- Reputation and corporate social responsibility
- Reputation and media

Grading: written exam, open ended questions



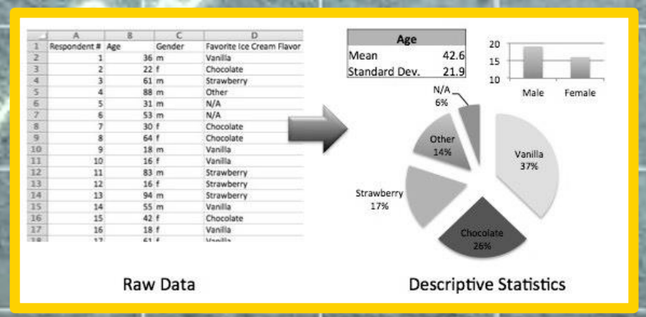
RESEARCH METHODOLOGY

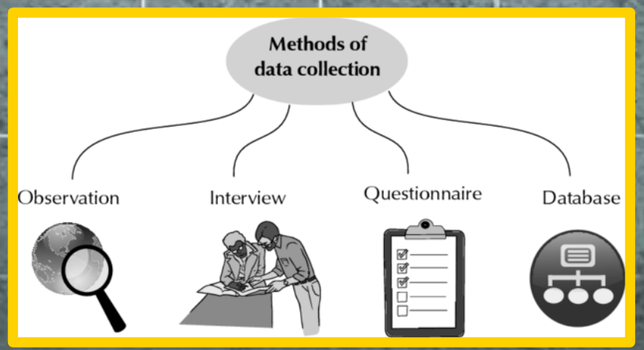
# MEASURING REPUTATION.

- Data collection methods (interview, observation, survey, …)
- Designing a reputation instrument
- Descriptive statistics (results)
- Assess reliability of your instrument

Grading:

- Written exam
- SPSS test




**Rotated Factor Matrix[a]**

| | Factor | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| y1 | .521 | .059 | .192 | .129 | .077 |
| y2 | .631 | .175 | .055 | .114 | -.079 |
| y3 | .571 | .109 | .119 | .132 | -.078 |
| y4 | .437 | .129 | .173 | .202 | .143 |
| y5 | .108 | .183 | .067 | .527 | -.017 |
| y6 | .167 | .091 | .160 | .560 | -.147 |
| y7 | .167 | .053 | .131 | .501 | -.014 |
| y8 | .163 | .091 | .534 | .084 | .005 |
| y9 | .102 | .212 | .608 | .123 | -.014 |
| y10 | .185 | .155 | .491 | .206 | .001 |
| y11 | .107 | .556 | .104 | .155 | .039 |
| y12 | .191 | .552 | .148 | .015 | -.123 |
| y13 | .094 | .565 | .175 | .172 | .104 |
| y14 | .004 | .007 | -.047 | -.002 | .204 |
| y15 | -.002 | -.002 | .058 | -.046 | .232 |

Extraction Method: Maximum Likelihood.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

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# ACADEMIC SKILLS
# CRISIS AND MEDIA

- Crisis at AZV
- How to respond?
- Who knows what?
- Dealing with the media

Grading:

- Press release
- Interview talk show
- Reflection

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MODULE 2
DAMAGE CONTROL

# TIMETABLE
# DAMAGE CONTROL.

Week 1-7: Identity and reputation management
Week 6: Exams
Week 8-9: Crisis communication
Week 10: Repairs

| weeknumber | uren | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| date | | 14-11-2016 | 21-11-2016 | 28-11-2016 | 5-12-2016 | 12-12-2016 | 19-12-2016 | 26-12-2016 | 2-1-2017 | 9-1-2017 | 16-1-2017 | 23-1-2017 | 30-1-2017 |
| MONDAY | 1 | Lecture Introduction module Cubicus C238 | Lecture 2B Theory Cubicus The Cube/C238 | | | | | Holiday | Holiday | Lecture 2B Theory Cubicus The Cube/C238 | | Tutorial 2D Skills Media representation Group 1 B101 | |
| | 2 | 2A Project: Guided learning Cubicus The Cube | | | | | | | | 2A Project: Guided learning Cubicus The Cube | | | |
| | 3 | Identity analysis \| What is a reputation? | | Stakeholder analysis | Dataset cleaning | Exam preparation | | | | Media attention | Crisis communication | Tutorial 2D Skills Media representation Group 2 B101 | |
| | 4 | | | | | | | | | | | | |
| | 5 | | | | | | | | | | | | |
| | 6 | Tutorial 2D Skills Literature review HB2A and B103 Group 1 and 2 | Tutorial 2D Skills Literature review HB2A and B103 Group 1 and 2 | Lecture 2C Methodology Sampling RA2503 | Lecture 2C Methodology Scale analysis RA2503 | Lecture 2C Methodology Feedback sessions RA2503 | | | | Lecture 2B Theory Proactive communication RA2503 | Lecture 2B Theory Crisis theory RA2503 | | |
| | 7 | | | | | | | | | | | | |
| | 8 | | | | | | | | | | | | |
| | 9 | | | | | | | | | | | | |

| date | uren | 15-11-2016 | 22-11-2016 | 29-11-2016 | 6-12-2016 | 13-12-2016 | 20-12-2016 | 27-12-2016 | 3-1-2017 | 10-1-2017 | 17-1-2017 | 24-1-2017 | 31-1-2017 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TUESDAY | 1 | | | | | | | Holiday | Holiday | | Tutorial 2D Skills Press release Group 1 B103 | Media day 2D Skills Talkshow interviewu s Group 1 B200a | |
| | 2 | | | | | | | | | | | | |
| | 3 | | | | | | | | | | Tutorial 2D Skills Press release Group 2 B103 | | |
| | 4 | | | | | | | | | | | | |
| | 5 | | | | | | | | | | | | |
| | 6 | | | | | | | | | | | Media day 2D Skills Talkshow interviewu s Group 1 B200a | |
| | 7 | | | | | | | | | | | | |
| | 8 | | | | | | | | | | | | |
| | 9 | | | | | | | | | | | | |

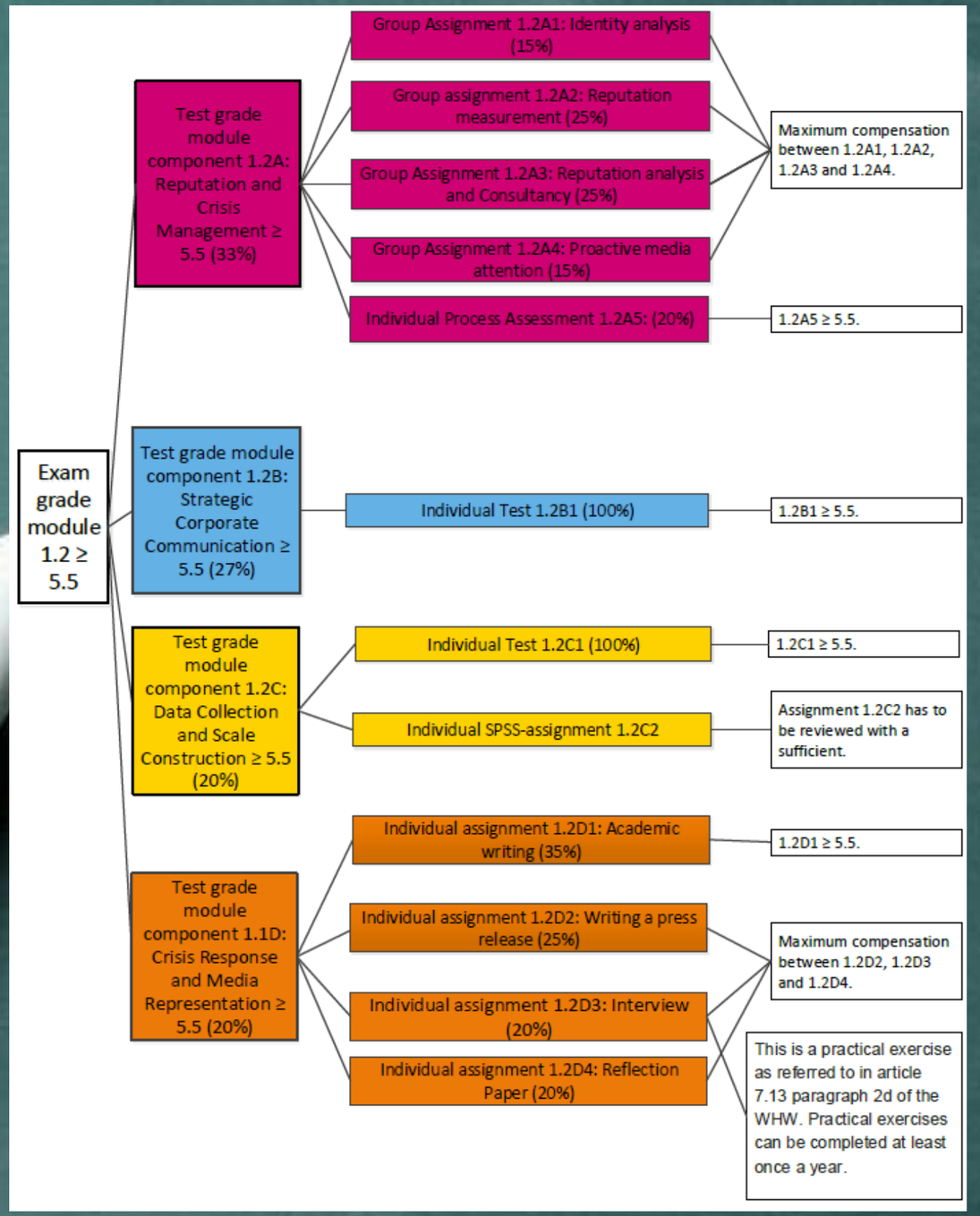
| date | uren | 16-11-2016 | 23-11-2016 | 30-11-2016 | 7-12-2016 | 14-12-2016 | 21-12-2016 | 28-12-2016 | 4-1-2017 | 11-1-2017 | 18-1-2017 | 25-1-2017 | 1-2-2017 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEDNESDAY | 1 | Lecture 2B Theory Cubicus The Cube/C238 | | | | | | Holiday | Holiday | Lecture 2B Theory Cubicus The Cube/C238 | Tutorial 2D Skills Interview ing actors Group 1 B103 | | |
| | 2 | 2A Project: Guided learning Cubicus The Cube | | | | | | | | 2A Project: Guided learning Cubicus The Cube | | | |
| | 3 | Feedback sessions identity analysis \| Literure review reputation | | Item generation for your instrument | Descriptives | Conversation technique and role play | 2C Methodology Exam | | | Feedback sessions | Tutorial 2D Skills Interview ing actors Group 2 B103 | | 2C Methodology Repair exam |
| | 4 | | | | | | | | | | | | |
| | 5 | | | | | | | | | | | | |
| | 6 | | Lecture 2C Methodology Methods and survey WA3 | | Tutorial 2C Methodology Practicum Scale analysis Carre 3D | | | | | 2A Project: Guided learning Cubicus The Cube | | | |
| | 7 | | | | | | | | | Feedback sessions | | | |
| | 8 | | | | Tutorial 2C Methodology Practicum Scale analysis Carre 3D | | | | | | | | |
| | 9 | | | | | | | | | | | | |

| date | uren | 17-11-2016 | 24-11-2016 | 1-12-2016 | 8-12-2016 | 15-12-2016 | 22-12-2016 | 29-12-2016 | 5-1-2017 | 12-1-2017 | 19-1-2017 | 26-1-2017 | 2-2-2017 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| THURSDAY | 1 | | | | | | | Holiday | Holiday | | 2D Skills Interview s with stakeholders Room teachers | | |
| | 2 | | | | | | | | | | | Lecture 2D Skills Reflection + final meeting Cubics The Cube | |
| | 3 | | | | | | | | | | | | |
| | 4 | | | | | | | | | | | | |
| | 5 | | | | | | | | | | | | |
| | 6 | | | | | | | | | | 2D Skills Interview s with stakeholders Room teachers | | |
| | 7 | | | | | | | | | | | | |
| | 8 | | | | | | | | | | | | |
| | 9 | | | | | | | | | | | | |

| date | uren | 18-11-2016 | 25-11-2016 | 2-12-2016 | 9-12-2016 | 16-12-2016 | 23-12-2016 | 30-12-2016 | 6-1-2017 | 13-1-2017 | 20-1-2017 | 27-1-2017 | 3-2-2017 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FRIDAY | 1 | Lecture 2B Theory Cubicus The Cube/C238 | | | | | | Holiday | Holiday | Lecture 2B Theory Cubicus The Cube/C238 | | | |
| | 2 | 2A Project: Guided learning Cubicus The Cube | | | | | | | | 2A Project: Guided learning Cubicus The Cube | | | |
| | 3 | Gallery w alk identity analysis \| Feedback sessions literature review | | Feedback sessions instrument + theory | From analysis to advice | Highlights of advice | 2B Theory Exam | | | Feedback sessions | | | 2B Theory Repair exam |
| | 4 | | | | | | | | | | | | |
| | 5 | | | | | | | | | | | | |
| | 6 | | Lecture 2C Methodology Scale construction RA2503 | | | | | | | | | | |
| | 7 | | | | | Consultancy sessions Room Teachers | | | | | | | |
| | 8 | | | | | | | | | | | | |
| | 9 | 2A Project: Hand in | | 2A Project: Hand in | | 2A Project: Hand in | | | | 2A Project: Stream pitch | 2D Skills: Hand in | 2D Skills: Hand in | |

# MODULE 2
# DAMAGE CONTROL.

Grading

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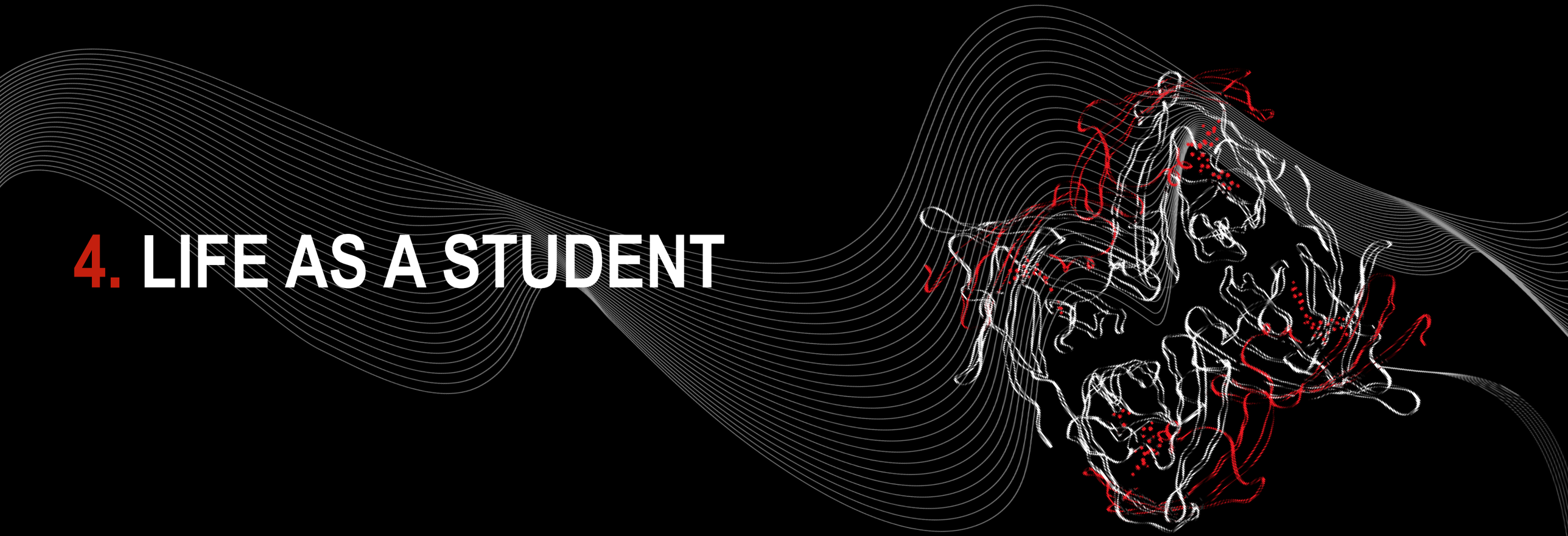
# 4. LIFE AS A STUDENT



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# UNIVERSITY OF ALICIA & MARLOES

UNIVERSITY
OF TWENTE.

# ONE WEEK IN THE LIFE OF A CS STUDENT…

## ALICIA

- 19 YEARS OLD
- FIRST YEAR STUDENT
- GESEKE
- LIVES IN BETWEEN THE CAMPUS AND THE CITY CENTRE

## MARLOES

- 20 YEARS OLD
- THIRD YEAR STUDENT
- WEDDE
- LIVES IN THE CITY CENTRE

UNIVERSITY OF TWENTE.

# UNIVERSITY OF DAAN & MAUD

UNIVERSITY
OF TWENTE.

# ONE WEEK IN THE LIFE OF A CS STUDENT…

## MAUD

- 19 YEARS OLD
- FIRST YEAR STUDENT
- LOBITH
- LIVES ON CAMPUS

## DAAN

- 21 YEARS OLD
- SECOND YEAR STUDENT
- DEVENTER
- LIVES IN ENSCHEDE-NORTH

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# TWO DIFFERENT CS STUDENTS:
# THIS IS A WEEK OF THEIR LIVES…

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# MONDAY

**10.45 – LECTURE MARKETING COMMUNICATION**

**12.30 – MEETING EDITORIAL OFFICE**

**19.00 – ACTIVITY OF COMMUNIQUÉ**

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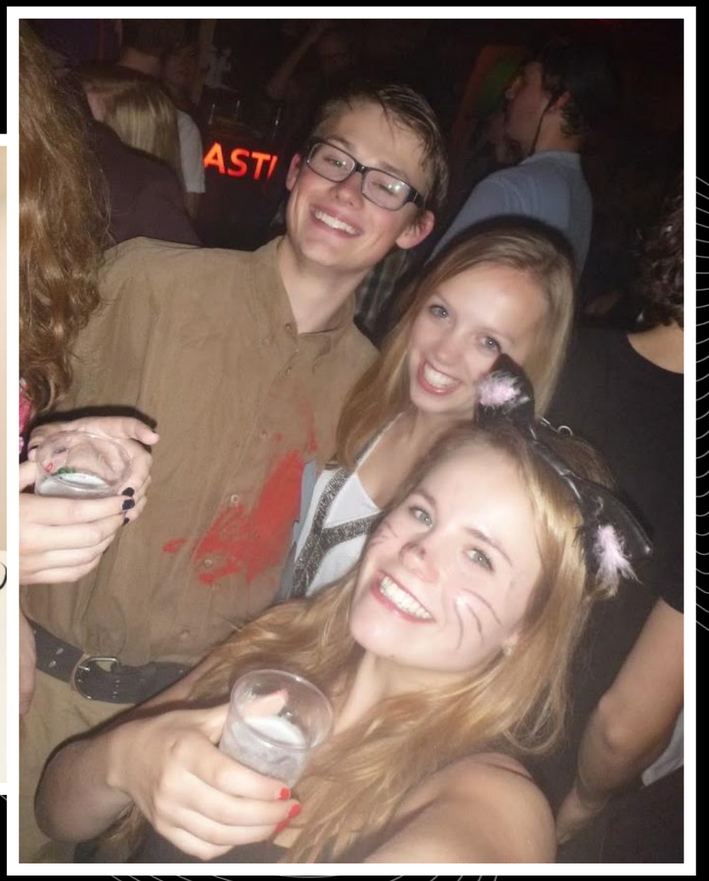
# TUESDAY



**08.45 – TUTORIAL SKILLS**

**13.45 – LECTURE RESEARCH METHODOLOGY**

**21.00 – DRINKS AT THE STUDENT ASSOCIATION**

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# WEDNESDAY

10.45 – WORKING ON THE PROJECT

13.00 – MEETING WITH THE TUTOR

13.45 – STUDYING @ THE LIBRARY

19.00 – EVENING IN THE GYM

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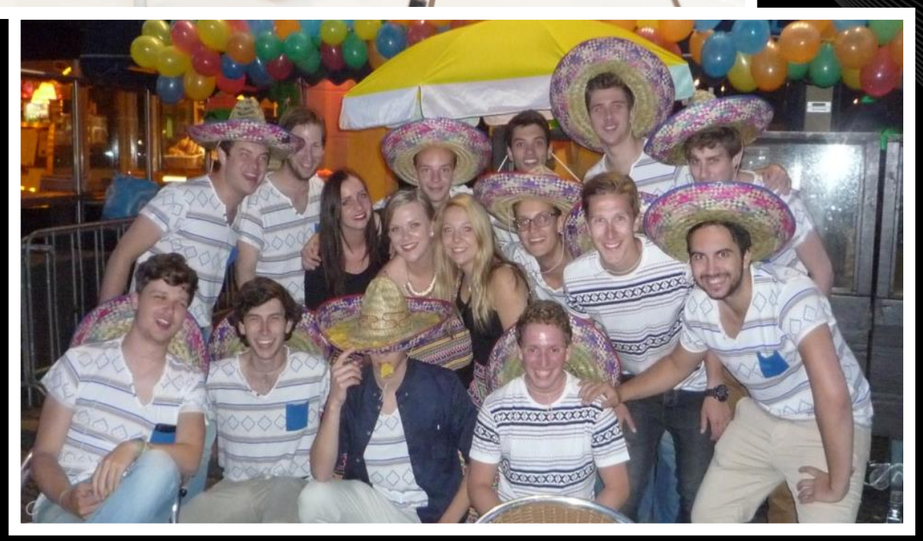
# THURSDAY



08.45 – LECTURE RESEARCH METHODOLOGY

12.30 - TEDX TALK DURING THE LUNCHBREAK

13.45 - GUEST LECTURE MARKETING COMMUNICATION

22.00 - CULTURE NIGHT/ GOING OUT WITH FRIENDS!

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OF TWENTE.

# FRIDAY

10.45 – PROJECT TUTORIAL

12.30 – MEETING PROM COMMITTEE

13.45 – PACKING STUFF AND GOING HOME FOR THE WEEKEND

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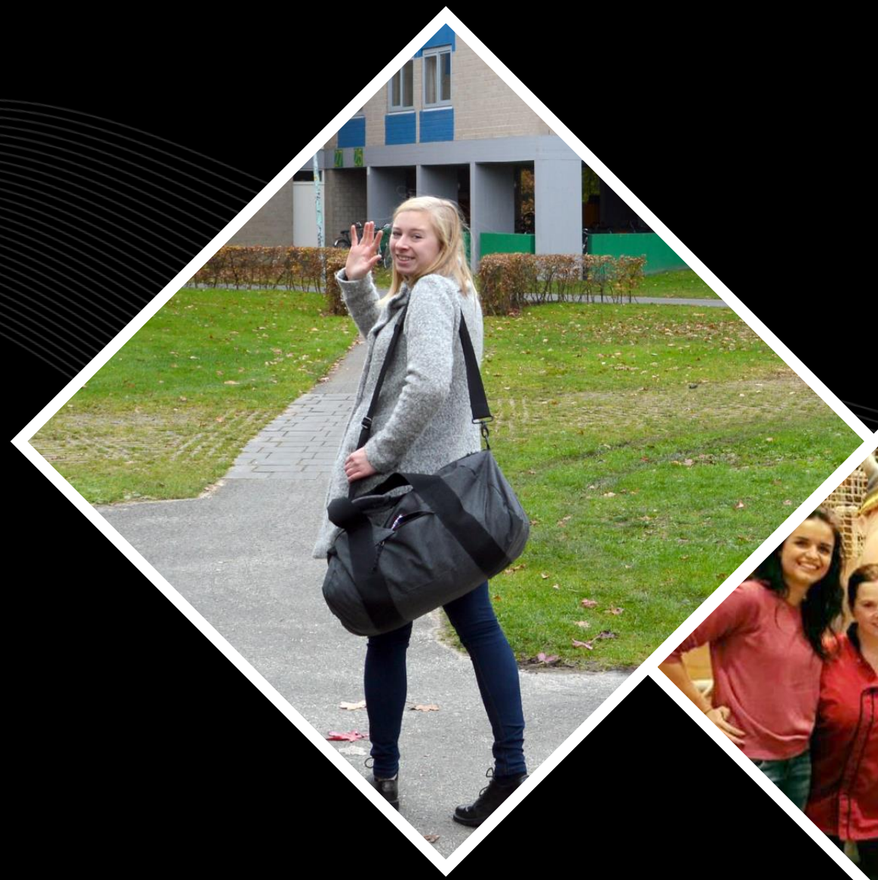
# WEEKEND



- VISITING FRIENDS AND FAMILY
- STUDENT JOB
- STUDYING
- TRAVELLING BACK TO ENSCHEDE

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# CS AT THE UT IS...

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# CS AT THE UT IS…

## TWENTE EDUCATIONAL MODEL

- GROUP WORK
- APPLYING THEORY
- EXAMPLE OF A PROJECT

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# CS AT THE UT IS…

## PERSONAL SUPPORT

- STUDENT ADVISOR
- TUTOR / MENTOR
- REGULAR APPOINTMENTS

UNIVERSITY OF TWENTE.

# THE FIVE KEY ELEMENTS OF YOUR STUDY

PROJECT GROUPS
**20%**

LECTURES
**20%**

TUTORIALS
**20%**

INDEPENDENT STUDYING
**30%**

Supervised Project Groups
**10%**

## COMMUNICATION SCIENCE

UNIVERSITY OF TWENTE.

# CS AT THE UT IS…

## STUDY ASSOCIATION COMMUNIQUÉ

UNIVERSITY
OF TWENTE.

# CS AT THE UT IS…

## THE CITY ENSCHEDE

UNIVERSITY OF TWENTE.

# CS AT THE UT IS…

## THE CAMPUS

UNIVERSITY
OF TWENTE.

# CS AT THE UT IS…

## EASY HOUSING AND CHEAP RENT

- +/- €275 A MONTH
- CITY CENTRE OR CAMPUS
- EASY TO FIND A ROOM
- INTERNATIONAL OFFICE

UNIVERSITY OF TWENTE.

# CS AT THE UT IS…

## IN SHORT

- INTERNATIONAL
- PRACTICAL
- SMALL SCALED

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OF TWENTE.

# STUDENT FOR A DAY

## DO YOU WANT TO EXPERIENCE A DAY OF A STUDENT?

**SIGN UP FOR A STUDENT FOR A DAY EXPERIENCE** AT THE UNIVERSITY OF TWENTE.

- **WHEN:** OCTOBER TILL JUNE
- **DURATION:** 1 DAY

**SIGN UP AT:**

WWW.UTWENTE.NL/EN/STUDENT-FOR-A-DAY OR
GET A SIGN UP SHEET AT OUR STAND!

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# WHY COMMUNICATION SCIENCE AT THE UNIVERSITY OF TWENTE?

ENGLISH TAUGHT

SMALL-SCALED

INTERNATIONAL STUDENTS

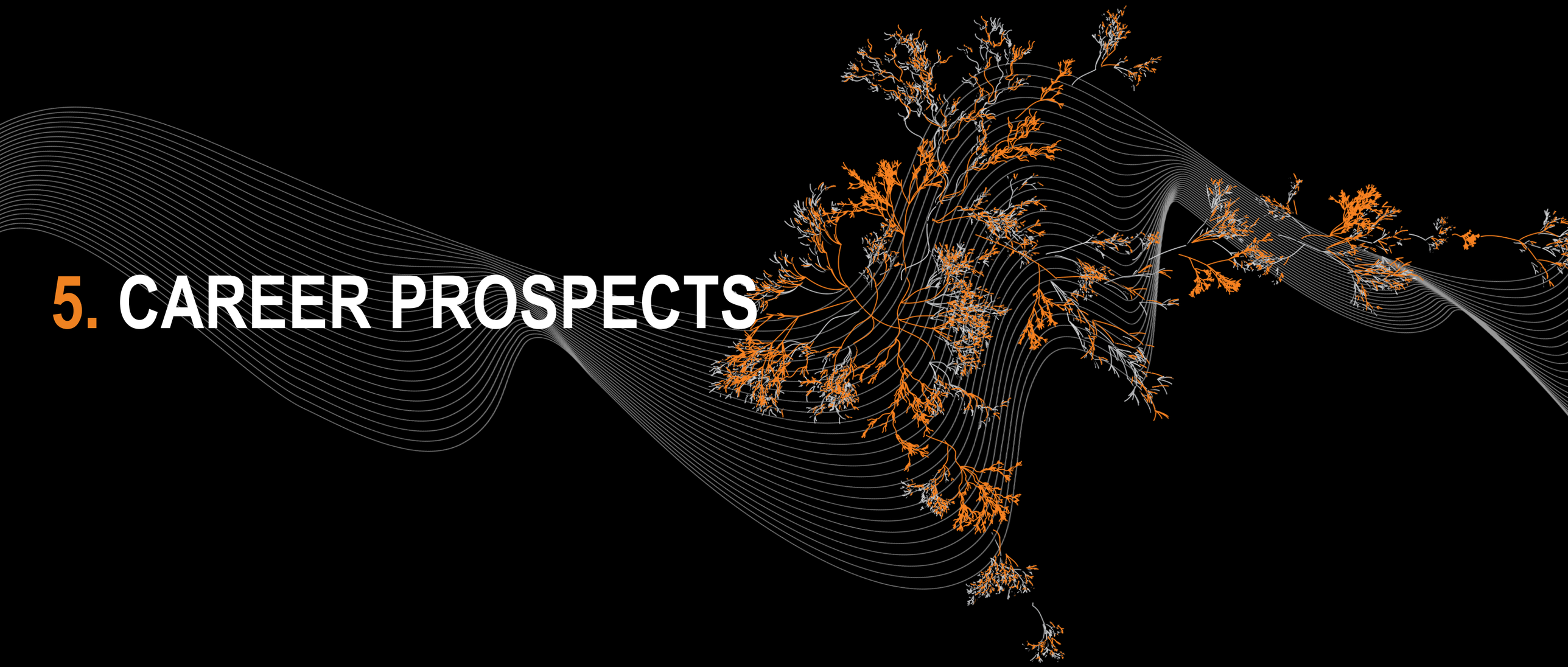
PROJECT- BASED STUDYING

THE CAMPUS

BACHELOR OF SCIENCE DEGREE

UNIVERSITY OF TWENTE.

# 5. CAREER PROSPECTS



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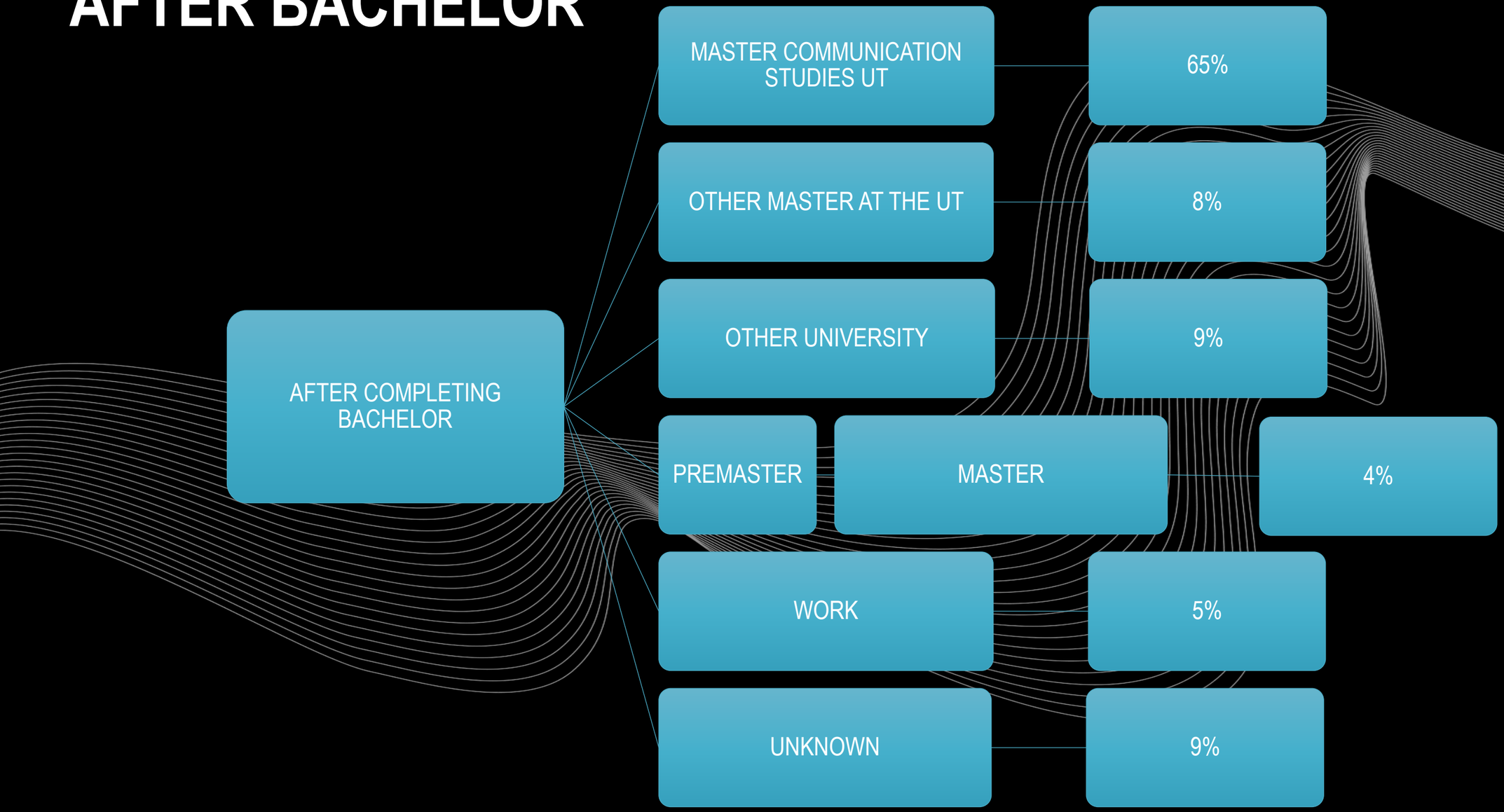
# AFTER BACHELOR

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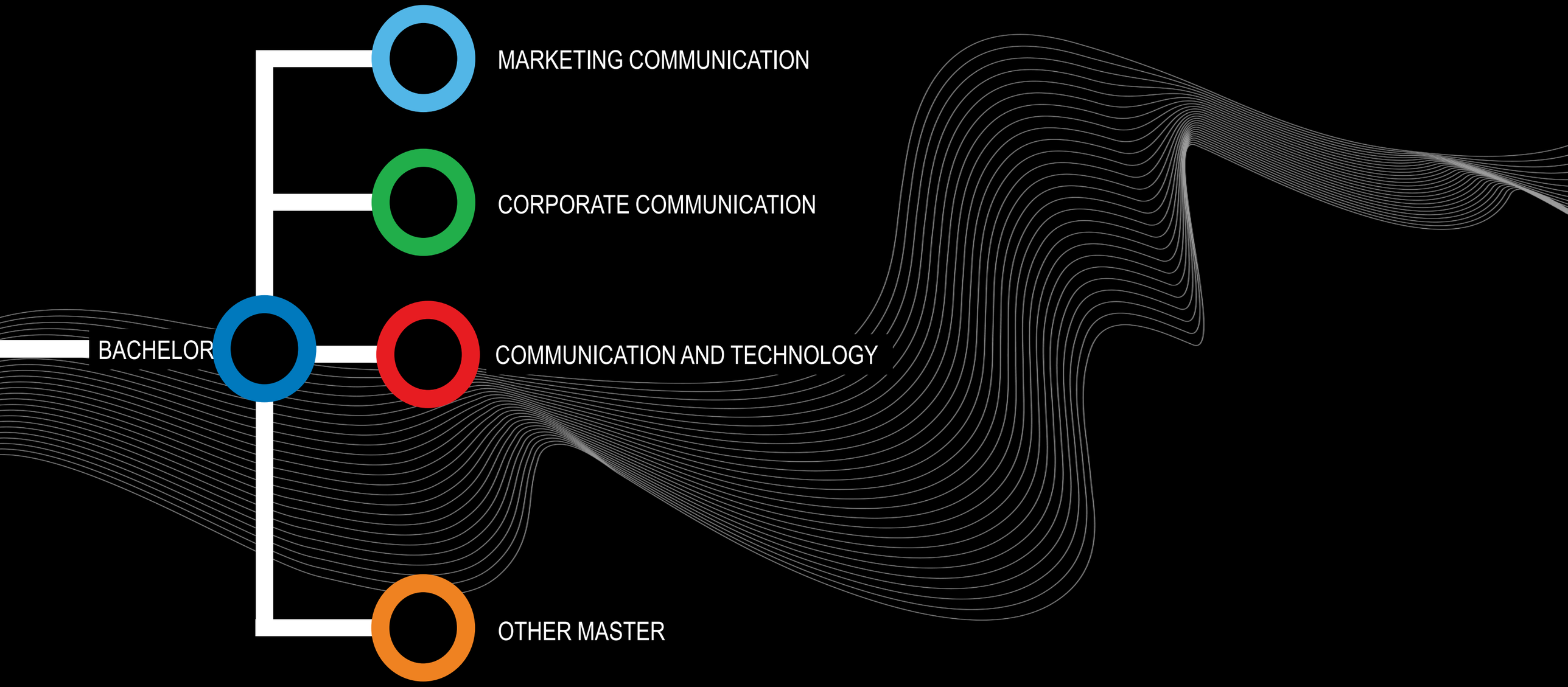
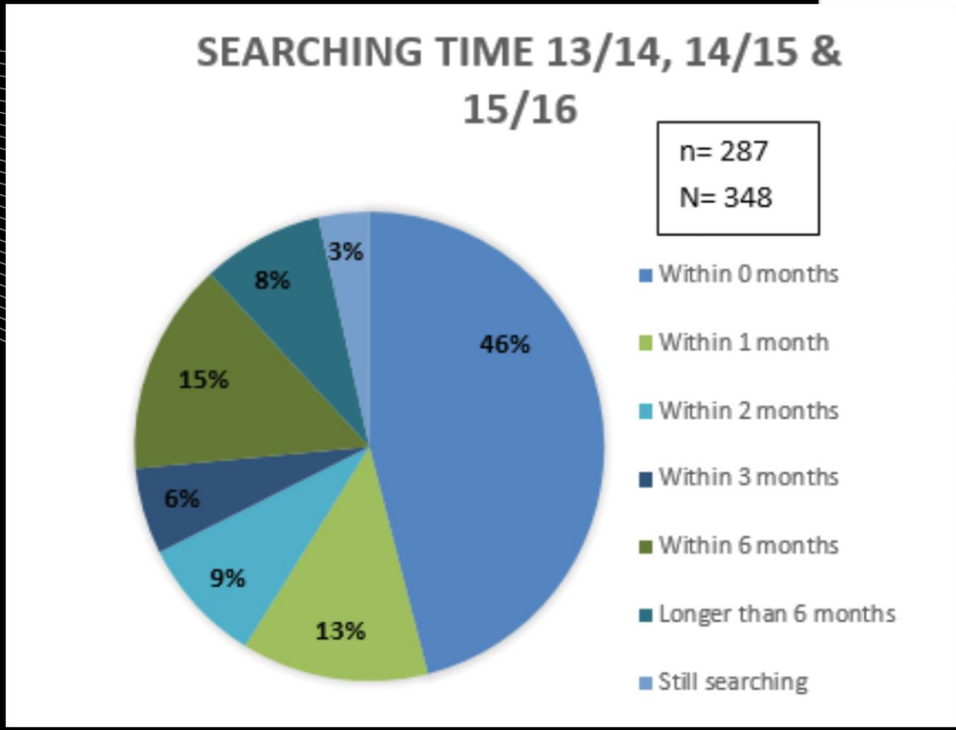



# MASTER SPECIALISATIONS

UNIVERSITY OF TWENTE.

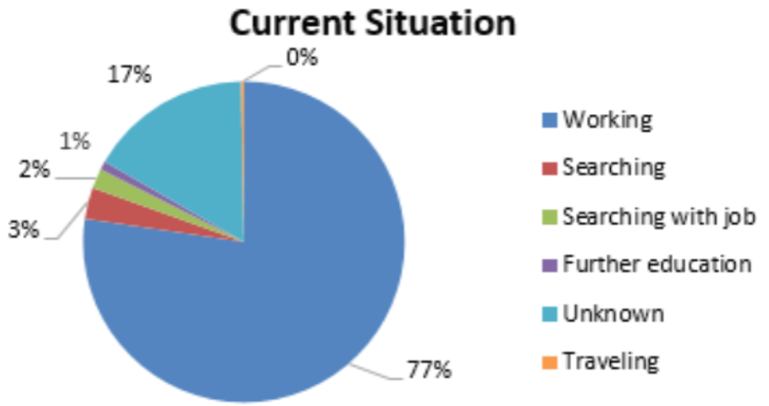
# LABOUR MARKET
## FACTS AND FIGURES

74% FOUND A JOB
WITHIN THREE MONTHS




Searched on LinkedIn and Xing: 348

Working: 269
Searching: 11
Searching with job: 7
Further education: 3
Unknown: 57
Travelling: 1




ALMOST ALL CS-STUDENTS
CURRENTLY HAVE A JOB

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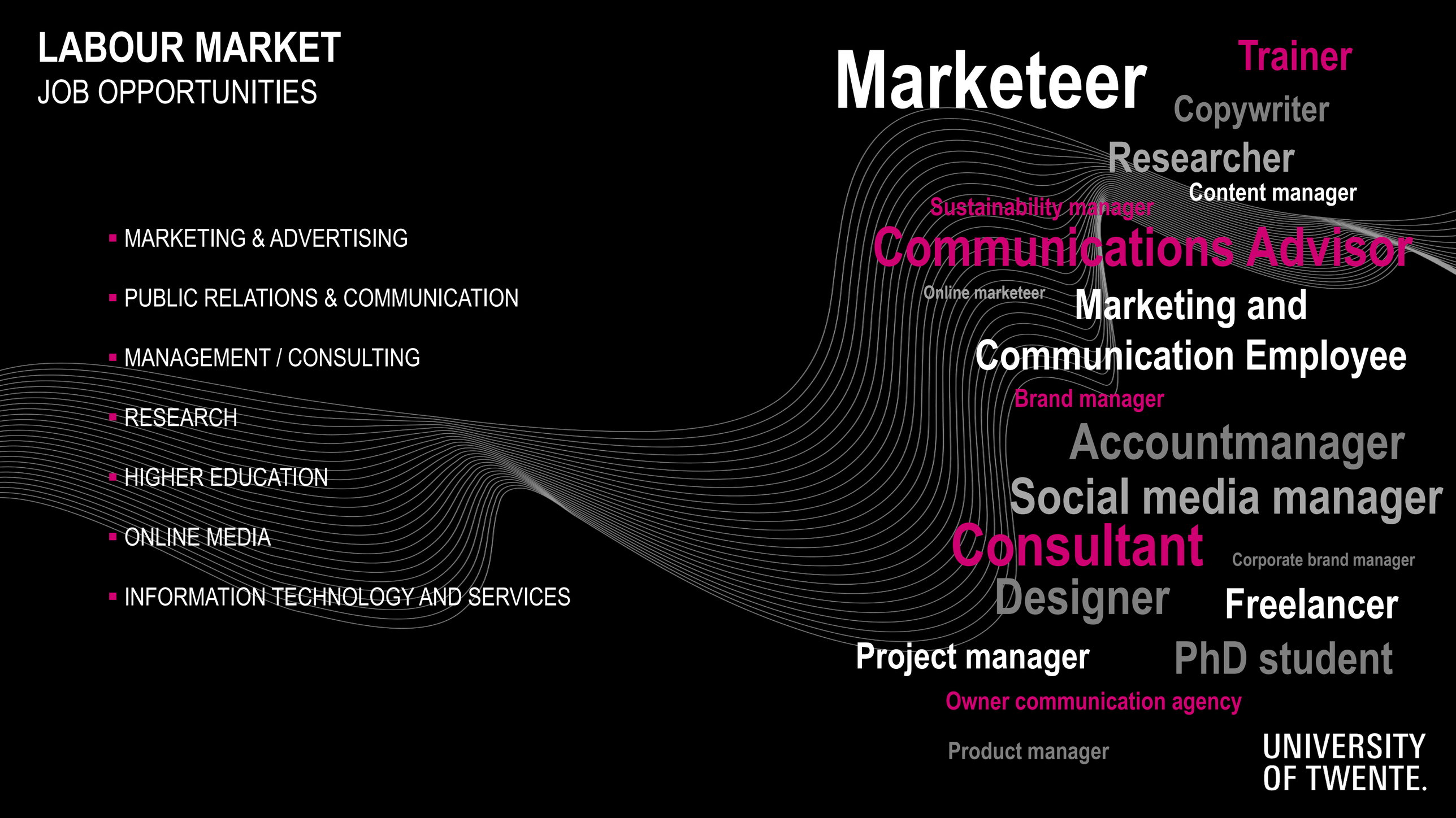
OF TWENTE.

# LABOUR MARKET
## JOB OPPORTUNITIES

- MARKETING & ADVERTISING
- PUBLIC RELATIONS & COMMUNICATION
- MANAGEMENT / CONSULTING
- RESEARCH
- HIGHER EDUCATION
- ONLINE MEDIA
- INFORMATION TECHNOLOGY AND SERVICES

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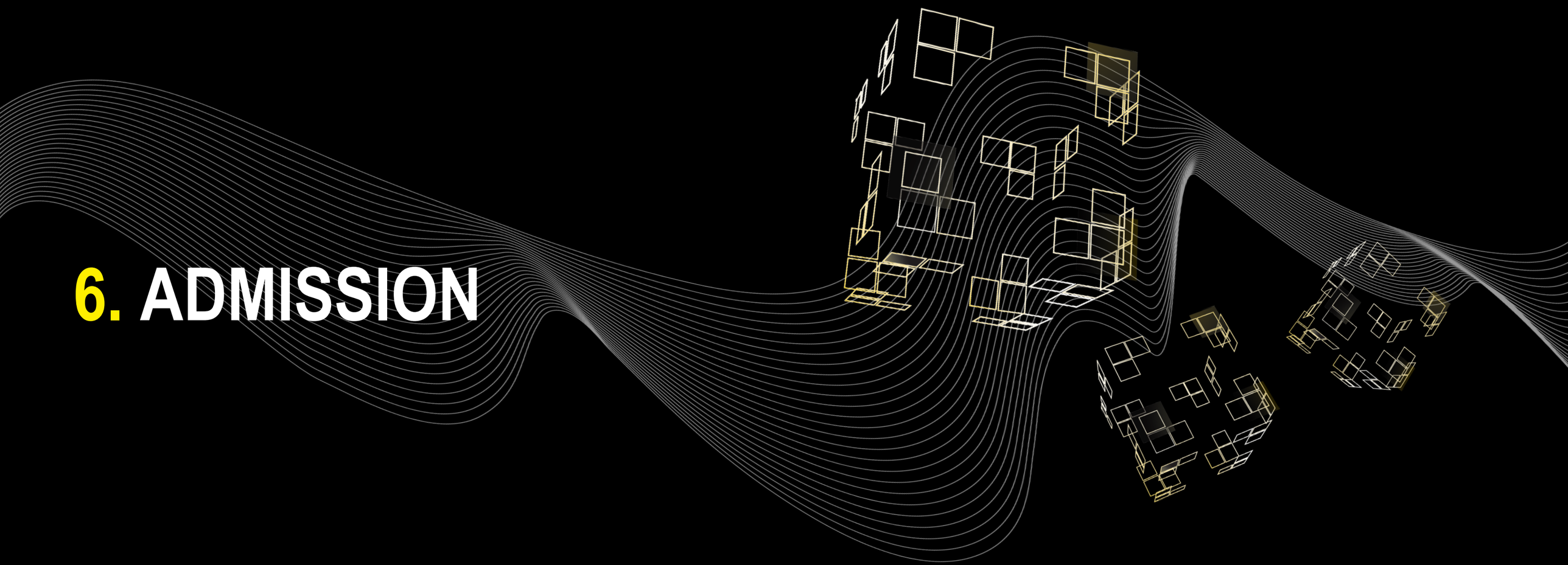
# 6. ADMISSION



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# ADMISSION REQUIREMENTS

- VWO (ALL PROFILES) AND EQUIVALENTS LIKE ABITUR OR INTERNATIONAL BACCALAUREATE
- QUESTIONS? DISCUSS IT WITH THE ADMISSION OFFICE. WRITE A MAIL TO ADMISSIONOFFICE@UTWENTE.NL

OR CALL THE FOLLOWING NUMBER: 0031-53-4894358

- MORE INFORMATION: HTTPS://WWW.UTWENTE.NL/EN/EDUCATION/BACHELOR/ADMISSION/

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# REGISTRATION AND PROCEDURE

- PLEASE REGISTER BEFORE THE 1ST OF MAY!

  → Then you have the right to use matching activities

- MATCHING ACTIVITIES MEAN:
  - Online questionairre
  - Interview with your Student advisor
  - Advise (non-binding)
  - Student for a day

- STUDIELINK: www.studielink.nl
- STUDY START: September 2017

- If you have questions regarding your enrollment or subscription, you can contact the Studentenservice-Team. Write a mail to studentservices@utwente.nl or call 0031-53-4892124

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# YOUR CHOICE OF STUDY

**1.**
WHAT DO I FIND INTERESTING

**2.**
VISIT THE OPEN DAY

**3.**
A DAY AT THE COLLEGE

**4.**
SUBSCRIBE

**5.**
CHECK YOUR CHOICE OF STUDY

**6.**
STUDY

UNIVERSITY OF TWENTE.

# PRE-U

- 1 - 6 VWO STUDENTS
- MASTER CLASS ’START JOUW COMMUNICATIEBUREAU’ (FOR DUTCH 5/6 VWO PUPILS)
- HONOURS PROGRAMME
- PAPER HELPDESK
- THEME CAMPS AND SUMMER SCHOOLS
- SUPERVISION AND GAMES

VISIT THE WEBSITE:
**WWW.UTWENTE.NL/PRE-U**

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# NOW: CASE INTO-U / PARENTS MEETING

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**NOW:** CASE INTO-U / PARENTS MEETING

**THEN:** LUNCH

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# INTO-U

MAKE DATING GREAT AGAIN

# INTRODUCING INTO-U

# HOWEVER…

AT&T
12:17 PM
Dating apps
POF
Coffee Me…
Tinder
okc
OkCupid
Grindr
Brenda

CHEATERS EXPOSED
HACKERS PUBLISH DATA FROM ADULTERY WEBSITE
CNN
S&P -17.31
THE LEAD

# WE NEED YOUR HELP

- Goal
  - New impulse to our existing dating app
  - Most used dating app amongst students (within a year)

#1

# THINGS TO CONSIDER

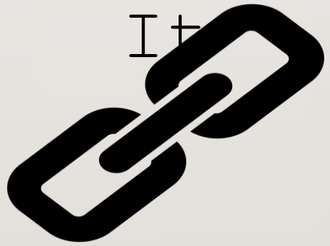
- Differentiate ourselves from the competition (USP)
- Revenue model
- Deliver a good product for customers
- Interest of other stakeholders
- Privacy-paradox

# COMMUNICATION CONSULTANCY AGENCIES

**New Leaf**
Communication

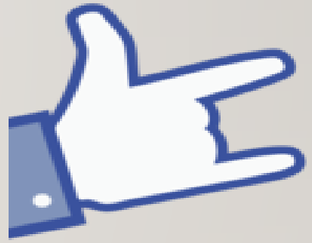
*"Taking you to higher grounds"*

Link - It



*"We provide the missing link!"*

ADvice

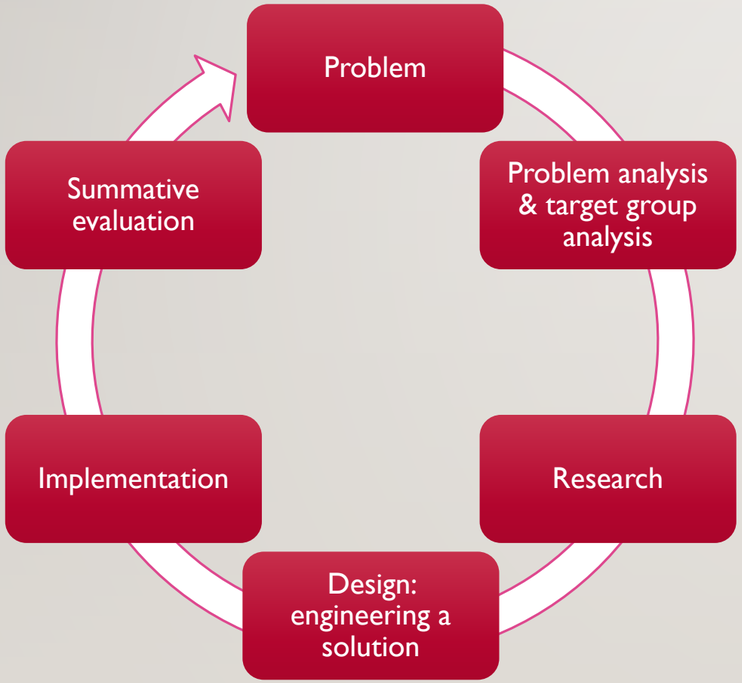


Better Together

# THINGS TO CONSIDER

- Differentiate ourselves from the competition (USP)
- Revenue model
- Deliver a good product for customers
- Interest of other stakeholders
- Privacy-paradox

# HOW WOULD A CS STUDENT TACKLE THE PROBLEM?




- Privacy paradox
- Marketing
  - Going viral
- Image and reputation management
  - Damage control
- Stakeholders
  - E.g. government and investors

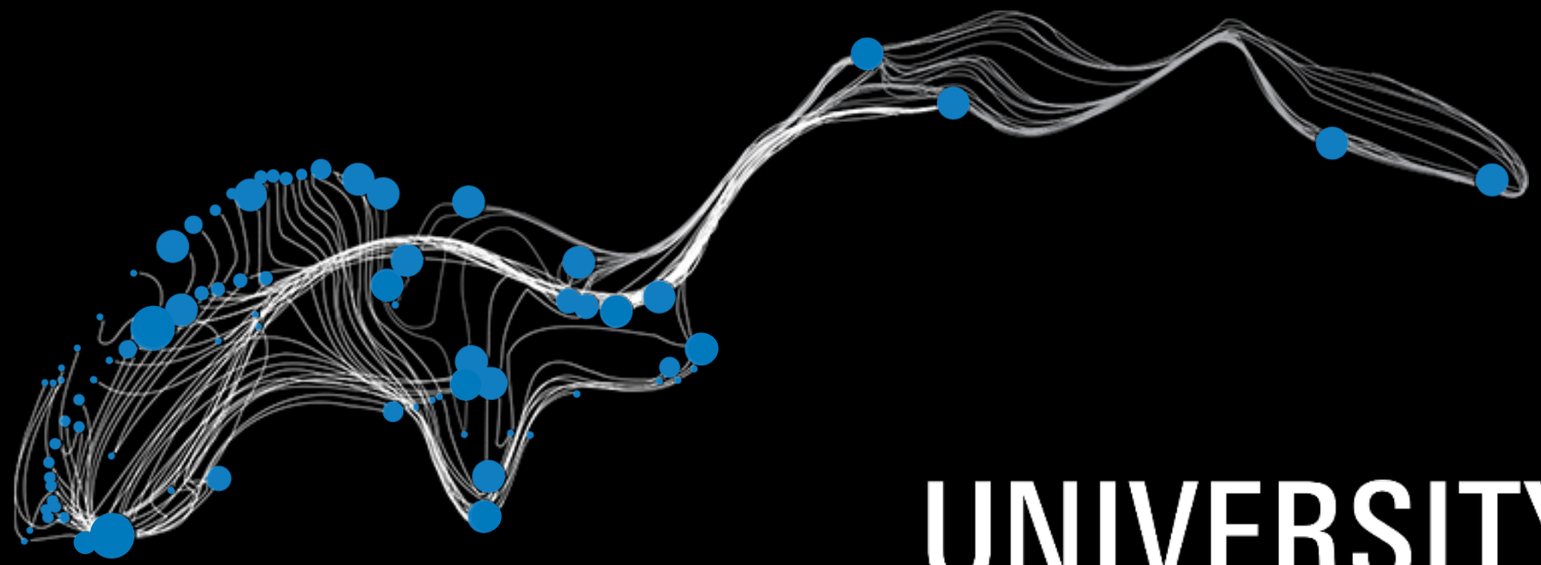
# EXAMPLE: CITYMARKETING

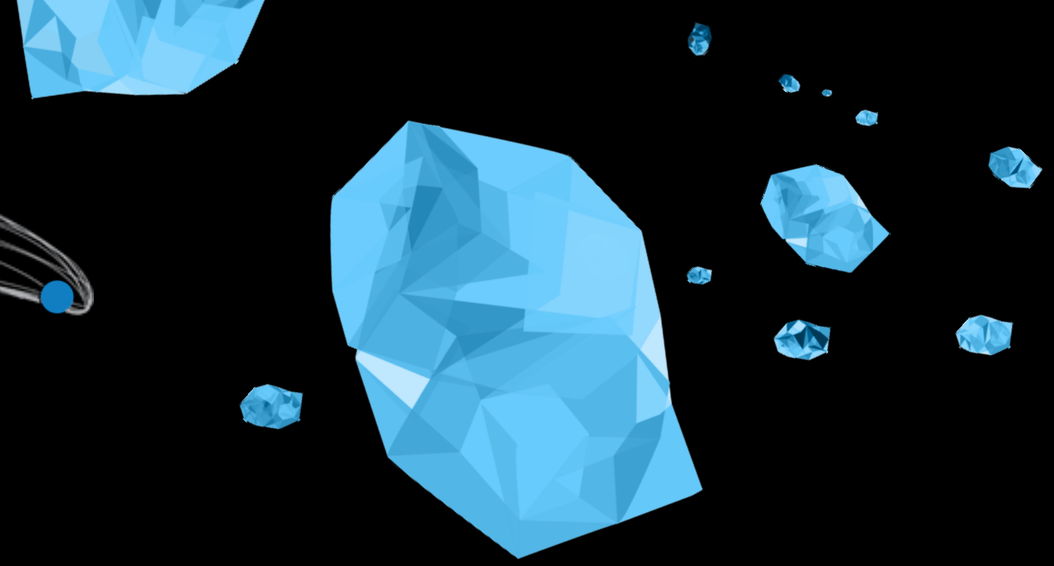
# EXAMPLE: DEALING WITH STAKEHOLDERS

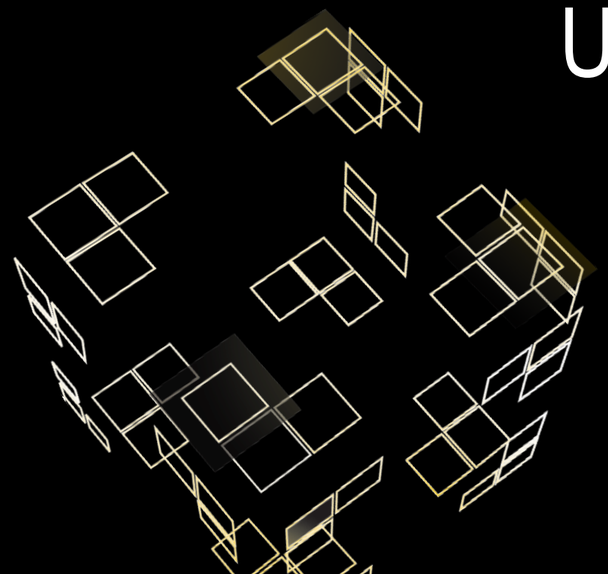
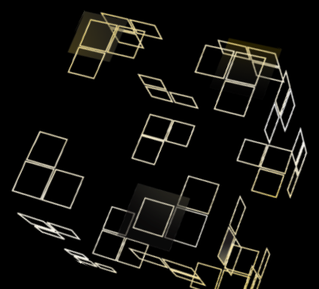
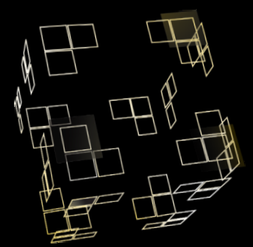
- www.ikstopnu.nl

# THANK YOU

Jeroen Mulder





# UNIVERSITY OF TWENTE.

UTWENTE.NL/BACHELOR/CW