

MASTER COMMUNICATION SCIENCE WELCOME!

1 YEAR PROGRAMME

- 15 EC Mandatory courses
- 20 EC Choose your electives
- 25 EC Master thesis

3 FOCUS AREAS

- Organisational Communication & Reputation
- Media, Technology & Communication
- Digital Marketing Communication & Design

JOB PERSPECTIVES

- Public relations and corporate communications
- Marketing and advertising
- Digital and social media analysis
- Event management
- Market research and big data analytics
- Government and public affairs
- Crisis and risk communication

Scan the QR code
for more info!



UNIVERSITY
OF TWENTE.

THIS SESSION



COMMUNICATION
SCIENCE IN TWENTE &
PROGRAMME
OVERVIEW



DOUBLE DEGREE
PROGRAMME:
DIGITAL MARKETING



LABOUR
MARKET



STUDENT
GUIDANCE
& ADMISSION



LIFE AS
A STUDENT

WHAT IS COMMUNICATION SCIENCE?



**We study human behavior
and technology**



in different contexts

solving societal challenges

We believe communication is changing and that technology offers unlimited possibilities to improve the way people communicate.

We educate future-proof communication professionals who know how to use these possibilities.



Identity
Image
Reputation

Storytelling

Connecting
Bonding
Bridging

Energy transition

Too much and polluted use

Climate change and dependency

Technical but also social challenge

How to engage and motivate all actors?



**Perspective-taking
Empathy**

**Sharing information
Interaction
Collaboration**

Robots and AI

Robophobia

Employability and work

Acceptance of social robots

How to optimize human-robots interaction?

A photograph of a protest or demonstration. In the foreground, a person is seen from behind, holding a large white sign with the words "I HATE HATE" written in bold, black, hand-painted letters. The person is wearing a dark t-shirt. In the background, a crowd of people is visible, some looking towards the camera and others looking away. The scene is outdoors with trees and a street lamp in the background. The entire image has a blue tint.

I HATE
HATE

Authenticity
Transparency
Honesty

Polarization

Filter bubbles and echo chambers

Populism and fake news

Digital inclusiveness

How to involve all groups in society?

PROGRAMME OVERVIEW

SEMESTER 1	
Block 1A	Block 1B
Societal challenges	
Essentials in Communication Science	Elective course
Elective course	Elective course

SEMESTER 2	
Block 2A	Block 2B
Master thesis COM	Master thesis COM
Elective course / Internship	

PROGRAMME OVERVIEW

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Essentials in communication science	The public discourse: media and social movements	Essentials in communication science	Vision, strategy and leadership
Positive organizing	Trust and risk	Game studies in social sciences	Reputation management
Work and technology	User centred design of new media	User support	Social implications of the internet
Social marketing and behaviour change	Design and service experience	Advertising and consumer psychology	Design and behaviour change

Three focus areas

Organizational Communication and Reputation:
Leadership, image, crisis, stakeholders

Communication and Technology:
Digital society, human-media interaction

Digital Marketing Communication and Design:
Multisensory design, consumer behavior

PROGRAMME OVERVIEW

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Essentials in communication science	The public discourse: media and social movements	Essentials in communication science	Vision, strategy and leadership
Positive organizing	Trust and risk	Game studies in social sciences	Reputation management
Work and technology	User centred design of new media	User support	Social implications of the internet
Social marketing and behaviour change	Design and service experience	Advertising and consumer psychology	Design and behaviour change

Focus area 1

Organizational Communication and Reputation:

- *Flourishing people, sustainable communication and healthy organizations*
- *How technology, AI, and robotization impact work*
- *What makes news? Dynamics behind the scenes, actor interactions, issue management and lobbying*
- *Predictors and outcomes of offline and online trust*
- *The future of organizations and leadership*
- *Image, reputation, reputation measurement, CSR, crisis and media*

PROGRAMME OVERVIEW

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Essentials in communication science	The public discourse: media and social movements	Essentials in communication science	Vision, strategy and leadership
Positive organizing	Trust and risk	Game studies in social sciences	Reputation management
Work and technology	User centred design of new media	User support	Social implications of the internet
Social marketing and behaviour change	Design and service experience	Advertising and consumer psychology	Design and behaviour change

Focus area 2

Communication and Technology:

- *How technology impacts work*
- *Offline and online trust*
- *Human-centred design (HCD) processes and methods*
- *Media-psychological investigations (player experiences and motivations) and serious games*
- *How organizations design, implement and update their user documentation*
- *Social implications like digital inequality, economic growth, participation in policy making, cultural consumption, health, family, and regulation.*

PROGRAMME OVERVIEW

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Essentials in communication science	The public discourse: media and social movements	Essentials in communication science	Vision, strategy and leadership
Positive organizing	Trust and risk	Game studies in social sciences	Reputation management
Work and technology	User centred design of new media	User support	Social implications of the internet
Social marketing and behaviour change	Design and service experience	Advertising and consumer psychology	Design and behaviour change

Focus area 3

Digital marketing communication and design

- Theories of behaviour change in the context of sustainable behaviour and the role of communication
- How environmental design decisions impact the way consumers think, feel and behave
- Media-psychological investigations (player experiences and motivations) and serious games
- Brand activation programs, augmented reality, storytelling, virality, influencer marketing, content marketing
- Social implications like digital inequality, economic growth, policy making, cultural consumption, health, family, and regulation.
- Analyze opportunities and potential areas for influencing behavior through design

PROGRAMME OVERVIEW

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Essentials in communication science	The public discourse: media and social movements	Essentials in communication science	Vision, strategy and leadership
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Work and technology	User centred design of new media	User support	Social implications of the internet
Social marketing and behaviour change	Design and service experience	Advertising and consumer psychology	Design and behaviour change

Extra option

Fourth option: own combination of electives



COURSE EXAMPLES



Societal challenges (mandatory)

Engage with society

Identify role COM

Intervene



Public discourse, media and movements (elective)

Understand the forces that influence public debate

What makes news?

Issue evolvment and response

Double Degree Digital marketing (COM + BA)

Profile of the double degree programme Communication Science & Business Administration

- ICTs in today's society and in particular in the marketing domain
- From two highly related perspectives: business administration and communication.
- Also focus on the role of design.
- Understand the most innovative technologies.
- And acquire the skills to manage the upcoming technological disruptions in marketing (both business and non-profit).

Topics:

- E-commerce and social media marketing.
- Smart marketing and smart environments.
- Multi-sensory design and consumer neuroscience.
- The network society, the Internet of Things (IoT), and cognitive computing technology.
- Data analytics which includes coding, database access, data science and machine learning with Python.

Note: you need to be admissible to both programmes.

For more information consult our website and/or contact the study adviser.



DD-Digital marketing September intake


1.5-year program (90 EC)

40EC mandatory courses

25EC elective courses

25EC combined thesis

SEMESTER 1 (Sept-Jan)		SEMESTER 2 (Feb-Jul)		SEMESTER 1 (Sept-Jan)	
Block 1A	Block 1B	Block 2A	Block 2B	Block 1A	Block 1B
MANDATORY	Essentials in COM 5EC	Business valuation & Corporate governance 5EC		BA-COM Master thesis research project 25 EC	
	Entrepreneurial leadership & Responsible design 5EC	Societal challenges 10EC			
	Data science 5EC	Advanced topics in digital marketing 5EC	Qualitative research & Business skills 2.5EC Quantitative & Design methods in business research 2.5EC		
ELECTIVES		Choose 2:	Choose 1:	Choose 1:	Choose 1:
		Design & Service experience 5EC	Global strategy and business development 5EC	Design & Behaviour change 5EC	Smart industry 5EC
		User centred design of new media 5EC	Game studies in social sciences 5EC	Reputation management 5EC	Business-to-business marketing 5EC
		E-Commerce 5EC	Advertising & Consumer psychology 5EC	Social implications of the Internet 5EC	Social marketing & behaviour change 5EC



UNIVER
OF TWE



DD-Digital marketing February intake


1.5-year program (90 EC)

40EC mandatory courses

25EC elective courses

25EC combined thesis

SEMESTER 2 (Feb-Jul)		SEMESTER1 (Sept-Jan)		SEMESTER 2 (Feb-Jul)	
Block 2A	Block 2B	Block 1A	Block 1B	Block 2A	Block 2B
MANDATORY	Essentials in COM 5EC	Vision strategy & leadership 5EC		Societal challenges 10EC	
	Advanced topics in digital marketing 5EC	Data science 5EC	Qualitative research & Business skills 2.5EC		
	Business valuation & Corporate governance 5EC		Quantitative & Design methods in business research 2.5EC		
ELECTIVES	Choose 2:		Choose 1:	Choose 1:	BA-COM Master thesis research project 25 EC
	Design & Behaviour change 5EC		Smart industry 5EC	Design & Service experience 5EC	
	Reputation management 5EC		Business-to-business marketing 5EC	User centred design of new media 5EC	
	Social implications of the Internet 5EC		Social marketing & behaviour change 5EC	E-Commerce 5EC	
				Global strategy and business development 5EC	
				Game studies in social sciences 5EC	
				Advertising & Consumer psychology 5EC	



UNIVER
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Master thesis

2019 IEEE International Professional Communication Conference (ProComm)

Beyond Clippy's Counsel: Word Processor Feature Underuse among the Digital Generation

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Original Research

"There Is Something We Need to Tell You...":

Communicating Health-Screening Results to Older Adults via the Internet

Sander Beukema, M.Sc.¹, Lex van Velsen, PhD^{2,3}
Stephanie Jansen-Lesterink, PhD², and Joyce Karreman, PhD¹

¹Department of Communication Science and ²Biomedical Signals and Systems Group, University of Twente, Enschede, Netherlands.

³Raessingh Research and Development, Telemedicine Cluster, Enschede, Netherlands.

Introduction

Informing patients about their health status is an integral part of many healthcare professionals' work, and this topic is addressed in depth during their education. Especially in case of bad news ("news that results in a cognitive, behavioral, or emotional deficit in the person receiving the news that persists for some time after the news is received"¹), the mode of delivery is highly important, since

Educ Inf Technol (2016) 21:971–990
DOI 10.1007/s10639-014-9363-3

Tablet use in primary education: Adoption hurdles and attitude determinants

Alexander J. A. M. van Deursen •
Somaya ben Allouch • Laura P. Ruijter

ARTICLE IN PRESS

Telematics and Informatics xxx (xxxx) xxx–xxx



Contents lists available at ScienceDirect

Telematics and Informatics

journal homepage: www.elsevier.com/locate/tele



Putting the privacy paradox to the test: Online privacy and security behaviors among users with technical knowledge, privacy awareness, and financial resources

Susanne Barth^{a,b}, Menno D.T. de Jong^b, Marianne Junger^c, Pieter H. Hartel^d, Janina C. Roppelt^e

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^bUniversity of Twente, Faculty of Behavioural, Management and Social Sciences, Department of Communication Science, PO Box 217, 7500 AE Enschede, The Netherlands

^cUniversity of Twente, Faculty of Behavioural, Management and Social Sciences, Department of Industrial Engineering and Business Information Systems, PO Box 217, 7500 AE Enschede, The Netherlands

^dDelft University of Technology, Faculty of Electrical Engineering, Mathematics, and Computer Science, Department of Intelligent Systems, PO Box 5, 2600 AA Delft, The Netherlands

ARTICLE INFO

Keywords:
Privacy paradox
Mobile phones
Apps
Privacy valuation
Privacy intrusion

ABSTRACT

Research shows that people's use of computers and mobile phones is often characterized by a privacy paradox: Their self-reported concerns about their online privacy appear to be in contradiction with their often careless online behaviors. Earlier research into the privacy paradox has a number of caveats. Most studies focus on intentions rather than behavior and the influence of technical knowledge, privacy awareness, and financial resources is not systematically ruled out. This study therefore tests the privacy paradox under extreme circumstances, focusing on actual behavior and eliminating the effects of a lack of technical knowledge, privacy awareness, and financial resources. We designed an experiment on the downloading and usage of a mobile phone app among technically savvy students, giving them sufficient money to buy a paid-for app. Results suggest that neither technical knowledge and privacy awareness nor financial considerations affect the paradoxical behavior observed in users in general. Technically-skilled and financially independent users risked potential privacy intrusions despite their awareness of potential risks. In their considerations for selecting and downloading an app, privacy aspects did not play a significant role; functionality, app design, and costs appeared to outweigh privacy concerns.

"I Am the Eye in the Sky – Can You Read My Mind?" How to Address Public Concerns Towards Drone Use

Anne Oltvoort¹, Pieter de Vries^{1,✉}, Thomas van Rompay², and Dale Rosen³

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Routledge
Taylor & Francis Group

OPEN ACCESS Check for updates

Technology legitimization in the public discourse: applying the pillars of legitimacy on GM food

Sikke R. Jansma^a, Jordy F. Gosse^a, Kimberly Kuipers^b and Menno D.T. de Jong^a

^aDepartment of Communication Science, University of Twente, Enschede, Netherlands; ^bDepartment of Cultural and Social Science, Radboud University, Nijmegen, Netherlands

ABSTRACT

The public sphere, reflected by the public discourse, is an important domain for the legitimization of technology. In the institutional literature, four pillars of legitimacy are distinguished: normative, cognitive, regulative, and pragmatic. The aim of this study was to investigate to what extent these pillars can be used as a framework for analysing the legitimization of technological innovations in the public discourse. We conducted a qualitative media analysis of the case of GM food in the Netherlands, analysing 287 articles from nine Dutch newspapers in the period of 1996–2016. The results show that the pillars provide insight into legitimacy in a multi-dimensional way and serve as a structure for the dynamics of legitimization processes. Regarding GM food, the public debate was pre-dominantly negative, with a strong focus on the normative pillar. Emotional rhetoric exceeded knowledge and understanding (cognitive pillar) of GM food. The regulative and pragmatic pillars were hardly addressed.

ARTICLE HISTORY

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KEYWORDS

Legitimacy; public discourse;
GM food; media analysis

Government Information Quarterly 36 (2019) 490–500



Contents lists available at ScienceDirect

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journal homepage: www.elsevier.com/locate/govinf



Citizens' intentions to participate in governmental co-creation initiatives: Comparing three co-creation configurations

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^bMunicipality of Raalte, The Netherlands

ARTICLE INFO

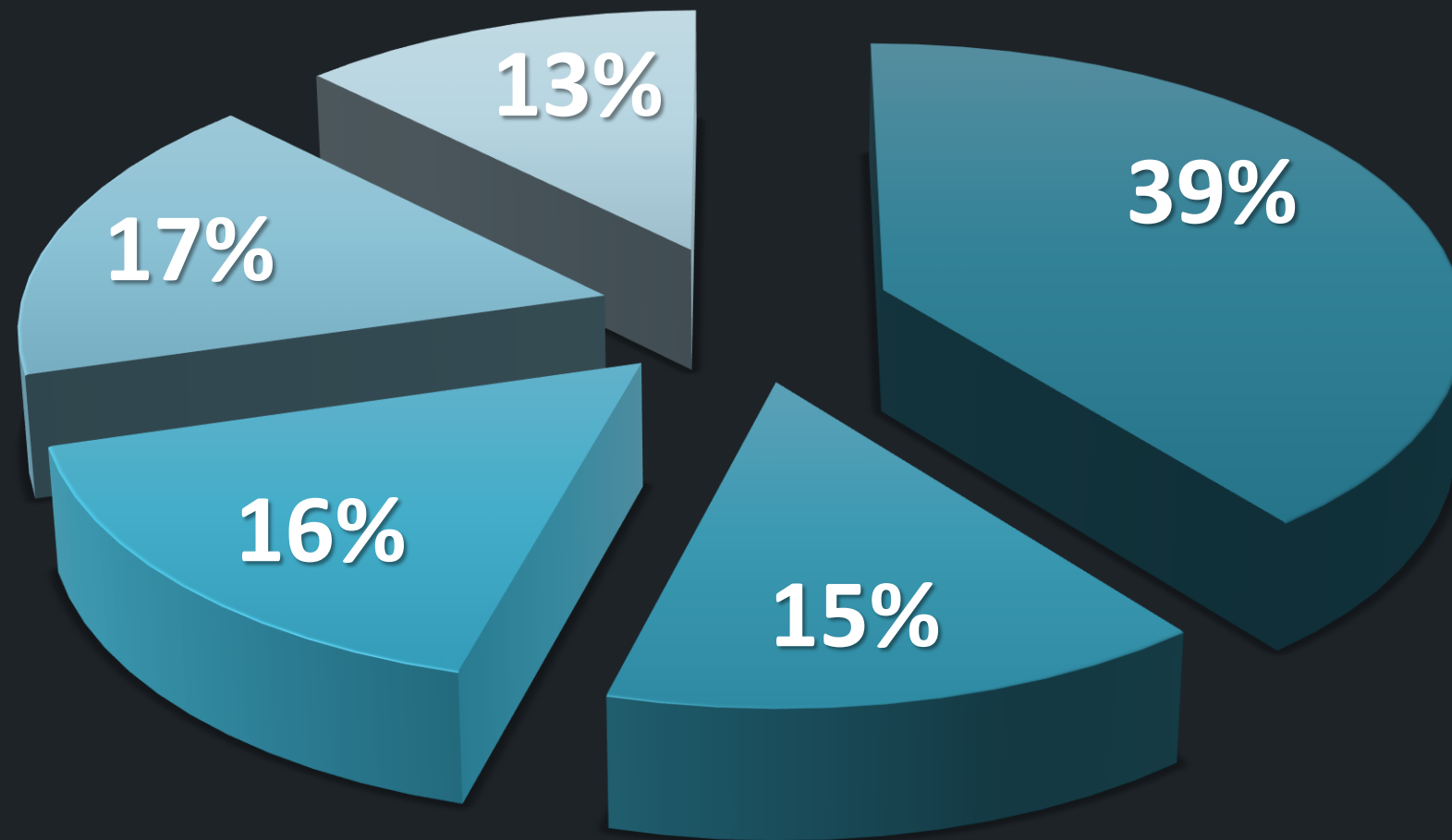
Keywords:
Participation
e-Participation
Co-creation
Citizens
Decentral government

ABSTRACT

The awareness has grown that citizen participation may contribute to the quality of and support for government policies. This study focuses on citizens' intentions to take part in co-creation processes. Co-creation can be seen as an intensive type of citizen participation, involving active collaboration between government and citizens on specific policy issues. In the context of a Dutch province, we investigated citizens' intentions to participate in co-creation processes and experimentally compared the effects of three co-creation configurations (idea contest, grassroots groups, digital platform) on their intentions. Data were collected using online questionnaires (N = 354). Participants first answered general questions about their intentions to participate, and were then randomly assigned to a description of one of the configurations. Citizens' general intention to participate was related to their educational level, interest in provincial politics, perceived value of citizen participation, expected personal gratification, and perceived behavioral control. Of the three co-creation configurations, grassroots groups and digital platforms led to somewhat higher intentions to participate. An analysis of determinants per configuration shows that expected personal gratification played an important role in all three configurations. Perceived behavioral control was an additional determinant for the grassroots groups and digital platform configurations. For digital platforms, trust in sincere intentions was a third determinant.

Labour market

Time span until first job



- Employed prior to graduation
- Within 1 month after graduation
- Between 1 and 3 months after graduation
- Between 3 and 6 months after graduation
- Longer than 6 months after graduation

Labour market

Sectors and job titles alumni

Advertising services



Dtch.
Digitals

IT services and IT consulting



nedap

Retail



Technology, information & internet



Business consulting and services



Government administration



Rijkswaterstaat

Marketing- and communication specialist

Digital/online marketer

Communications advisor

Technical communicator

Business developer

Trainee

Communication employee

PhD candidate

Marketer

Content marketer/manager

Senior consultant

Change communication expert

Freelancer

Project manager/coordinator

Account manager

Digital marketing expert

SEA/SEO specialist

Founder

Management advisor

Sustainability advisor

HR advisor

Corporate communications

Innovation coach

PR officer/coordinator

Data analyst

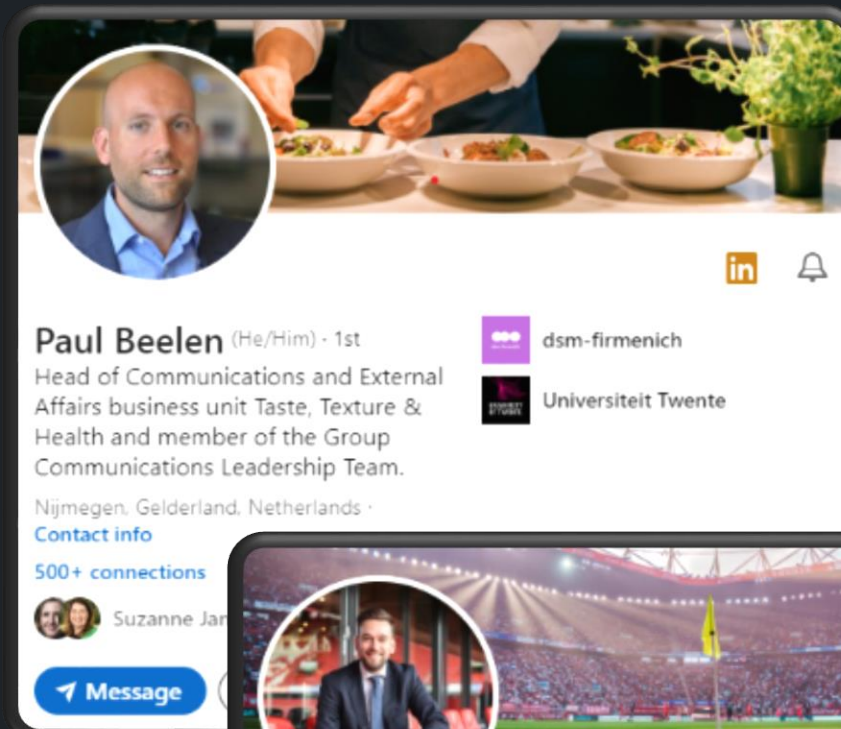
Teacher

Communication

Advisor HR and assessment

Social media manager

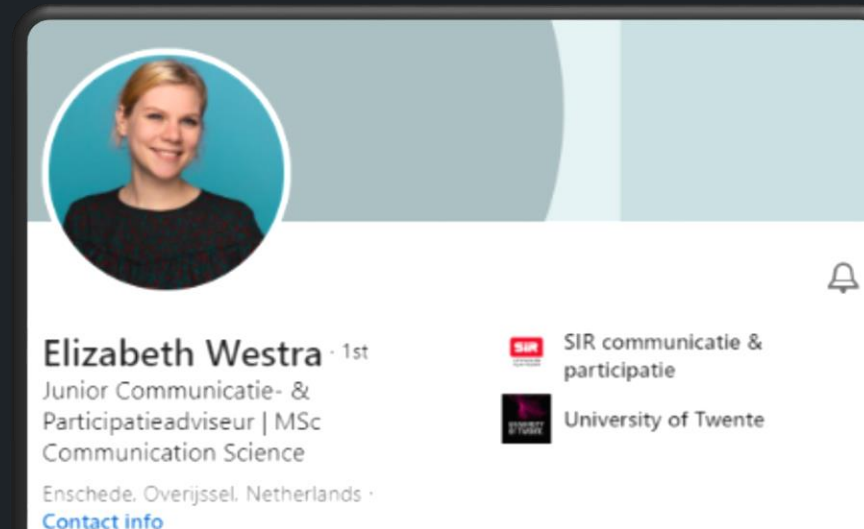
Career opportunities



Paul Beelen (He/Him) · 1st
Head of Communications and External Affairs business unit Taste, Texture & Health and member of the Group Communications Leadership Team.
Nijmegen, Gelderland, Netherlands ·
[Contact info](#)
500+ connections
Suzanne Jar...

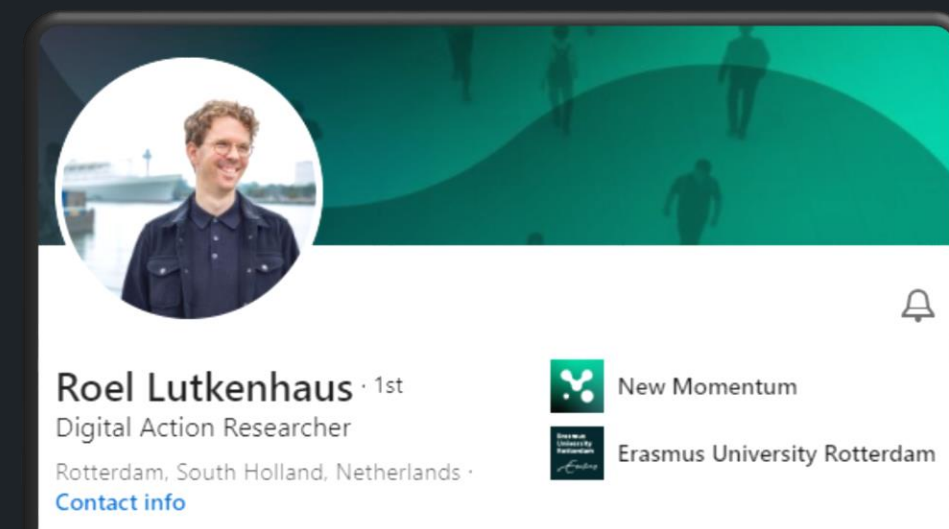
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SIR communicatie & participatie
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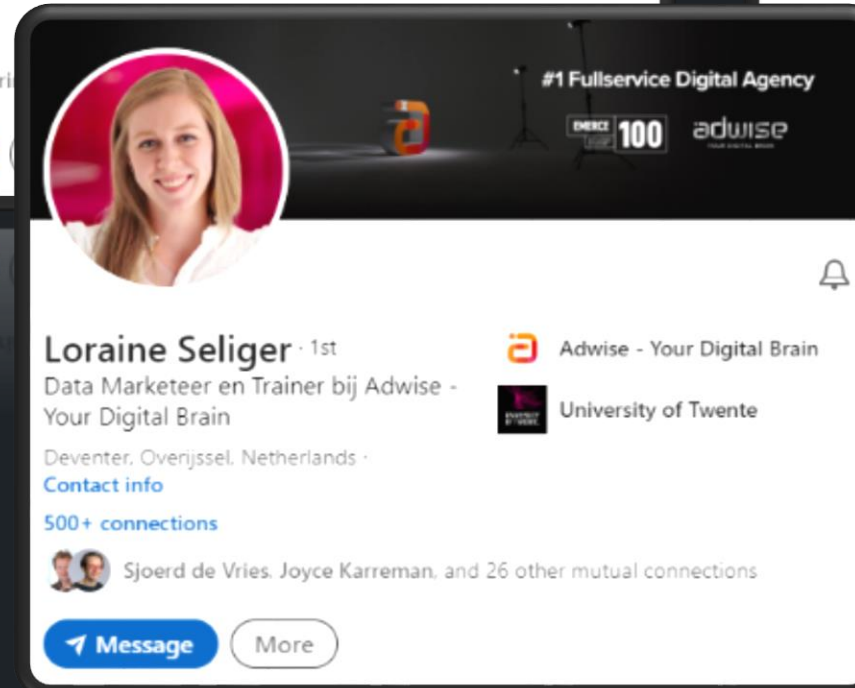
New Momentum
Erasmus University Rotterdam



Leon Molenkamp · 1st
Manager Marketing, Media & Communications at FC Twente
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Study Association Communiqué, Menno de Jong, and 40 other mutual connections

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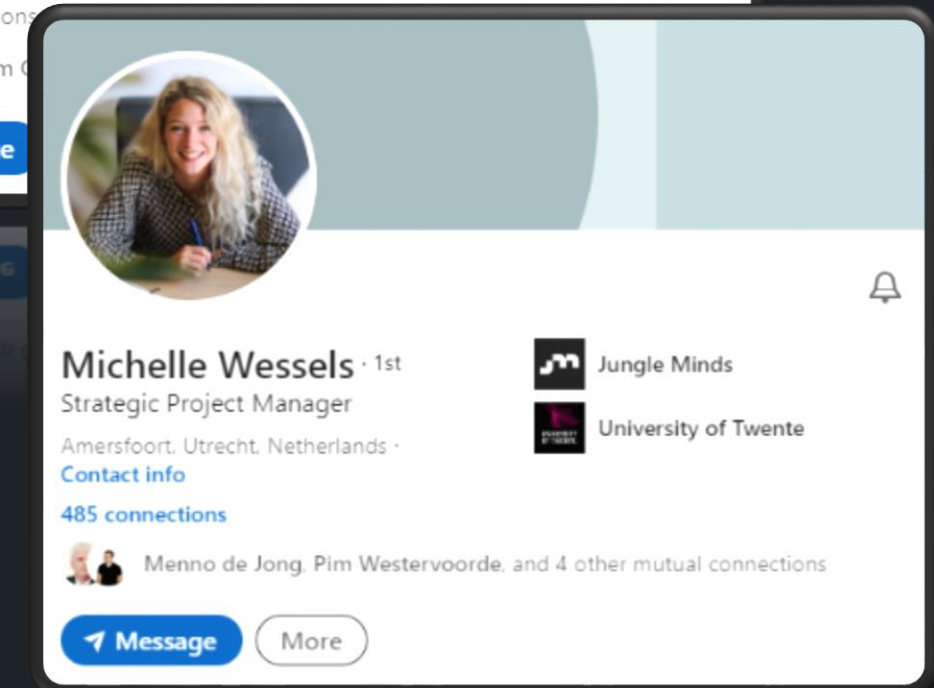
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Advise - Your Digital Brain
University of Twente

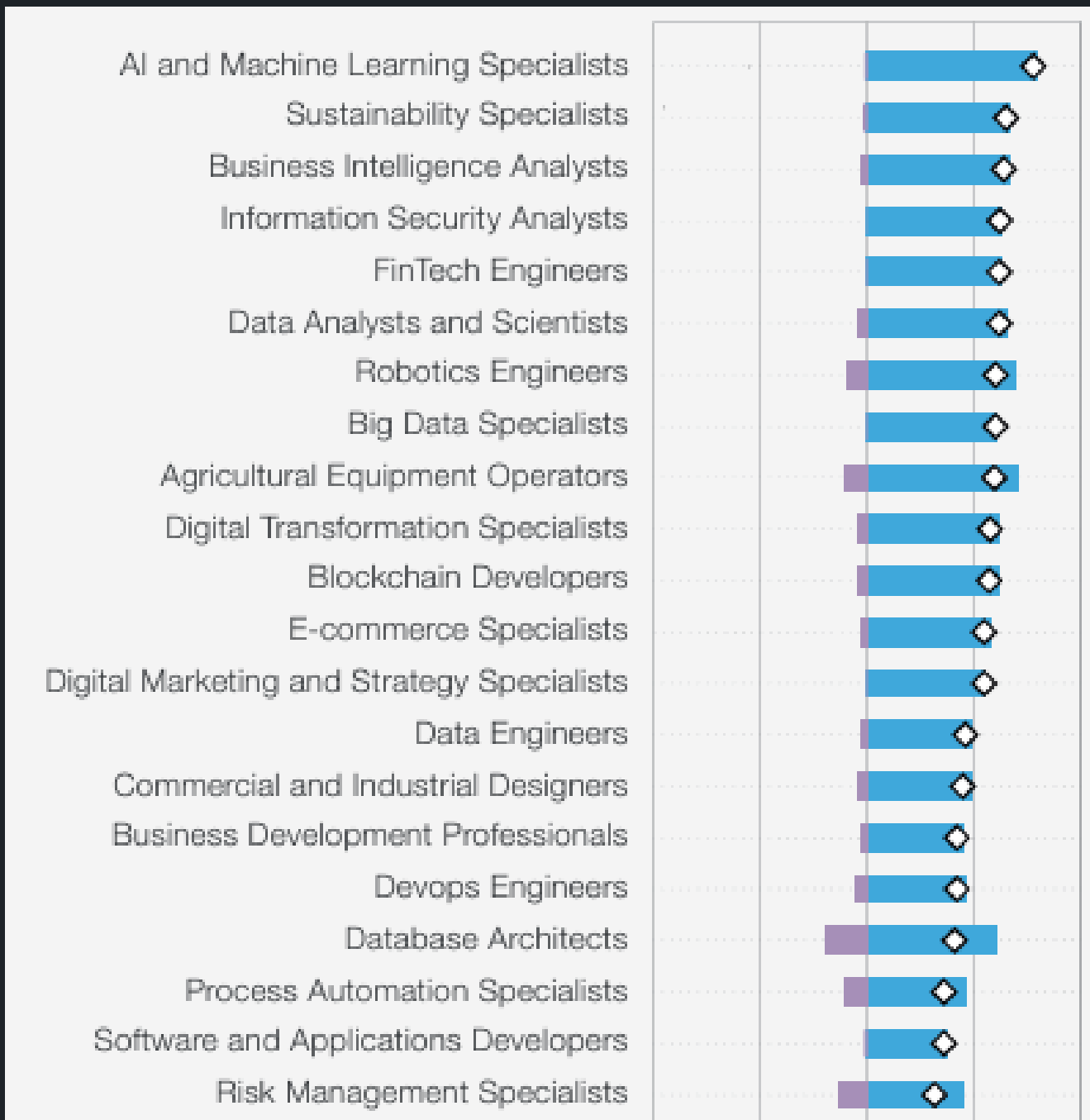


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Jungle Minds
University of Twente

Top 21 job roles in increasing demand across industries



Source: World Economic Forum: The Future of Jobs Report 2023. Snapshot of table 3.3, p.p. 30

Pre-master programme (COM / DD Digital Marketing)

30 EC study programme, prior to admission to the master COM / DD Dig Marketing

- The pre-master must be completed within one academic year (2 semesters)
- There is a maximum of two attempts for each course

Pre-master as a part of your HBO education

- Kies op Maat (KOM): <https://www.kiesopmaat.nl/over-kom>
- Only for students from related HBO programs

Premaster Communication science

SEMESTER (Sept-Jan or Feb-Jul)

Block A	Block B
---------	---------

5 EC Research methodology and Descriptive statistics	5 EC Inferential statistics
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4 EC Communication science theory	16 EC Academic research project
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Premaster DD Digital marketing

SEMESTER (Sept-Jan or Feb-Jul)

Block A	Block B
---------	---------

5 EC Research methodology and Descriptive statistics	5 EC Inferential statistics
---	--------------------------------

4 EC Communication science theory	5 EC Global entrepreneurship & business
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11 EC Academic research project	
------------------------------------	--

- The Premaster is a half-year (30 EC) programme.
- You can start in either September or February.
- The pre-master must be completed within one academic year (2 semesters)

COM AT THE UT IS.....

PERSONAL SUPPORT

- **STUDY ADVISOR**
- **TUTOR / MENTOR**
- **REGULAR APPOINTMENTS**



Student guidance and well-being

Your first contact in the educational programme is your study adviser.

The study adviser:

- monitors study progress;
- advises and assists students with study-related issues such as study choices, progress, process, and planning and carrying out assignments;
- helps and advises students about their academic skills, studying under specific personal circumstances, and about rules and regulations.

Additional support:

- Student Affairs Coaching & Counselling (SACC): student psychologists, career counselling, confidential advisors, contact persons, UT Language Centre.

**STUDENT AFFAIRS
COACHING &
COUNSELLING (SACC)**

Home SACC
Course overview
+ Coaching and counselling
+ Financial matters
+ Personal circumstances
+ Personal development
+ Platforms on education
Regulations
Well-being
Employees SACC

ARE YOU OKAY?

Everyone has feelings and it is normal to not always feel 100% happy. At the University of Twente, we highly value your well-being, as your well-being is essential to fully enjoy student life. In difficult times, an overview of all our initiatives is listed on this page. Do you need help but are you not sure where to turn to? Contact [Student Affairs Coaching & Counselling](#). We will help you find a suitable form of support!

Admission criteria Master COM

A completed university bachelor degree programme (180 EC) in a related field

A completed HBO bachelor degree programme (240 EC) in a related field

An international bachelor's degree or equivalent in Communication Science (or closely related to Com Science)

For non-Dutch applicants: an Academic IELTS score of 6.5 (not obligatory for Dutch applicants)

For all applicants: sufficient skills in mathematics and English are expected (Mathematics comparable with mathematics or equivalent at pre-university education)

Direct or indirect admission?

Direct admission master COM

- Academic bachelors (BSc) in Communication Science (UvA, RUN, EUR, VU, WUR) and CIW (RUG, RUN, UU)

Indirect admission master COM

- Related HBO and academic bachelors → Pre-master (30 EC)
- Non-related HBO and academic bachelors → not admissible to (pre)master

Based on the content of your prior education, the admission committee will determine if you can be admitted directly to the master COM or if you first need to complete the Pre-master COM.

Indirect admission (premaster)

Related HBO bachelors (240 EC = 4 year) giving admission to the Premaster COM:

- (Technische) Bedrijfskunde
- Bestuurskunde
- Business IT & Management
- Commerciële Economie
- Communicatie
- Communicatie en Multimedia Design
- Communicatiemanagement
- Communicatiesystemen
- Creative Business
- European Studies
- Facility Management
- Hoger Hotel onderwijs
- Hoger Toeristisch en Recr. Onderwijs (HTRO)
- Informatie Dienstverlening en Management (IDM)
- (Technische) Informatica
- International Business Languages (IBL)
- International Business Management Studies (IBMS)
- Journalistiek
- Journalistiek en voorlichting
- Kunst & Techniek
- Management Economie en Recht (MER)
- Media en informatiemanagement
- Media en Entertainment Management
- Media, Informatie en Communicatie
- Small Business and Retail Management
- Technische Commerciële Textielkunde

Tuition fees and application procedure

Tuition fees master and pre-master (2024-2025)

- **Pre-master** (EU and non-EU students) 30 EC programme = € 1157,-
 - Fixed amount per credit (€ 38,57 for 1 EC) *non-refundable*
- **Master (EU students):** one academic year = € 2314,-
- **Master (non-EU students):** one academic year = € 14.000,-
- For more information consult: https://www.utwente.nl/ces/student services/en/money_matters/tuition_fee/

Application procedure

- Always apply for the master COM, also in the case you need to do the pre-master programme.
- How to apply? Simply go to: <https://www.utwente.nl/en/education/master/how-to-apply/>

Admission deadlines

Dutch students who have completed a HBO/University degree:

Deadline for completion of the application and all required uploads:

- Start September: before 1 August 2024
- Start February: before 1 January 2025

International Visa students:

Deadline for completion of the application and all required uploads:

- Start September: before 1 May 2024
- Start February: before 1 December 2024

International Non-Visa students:

Deadline for completion of the application and all required uploads:

- Start September: before 1 July 2024
- Start February: before 1 December 2024

For more info contact:

Jeanet Luijterink

Study Advisor (Pre-)Master COM

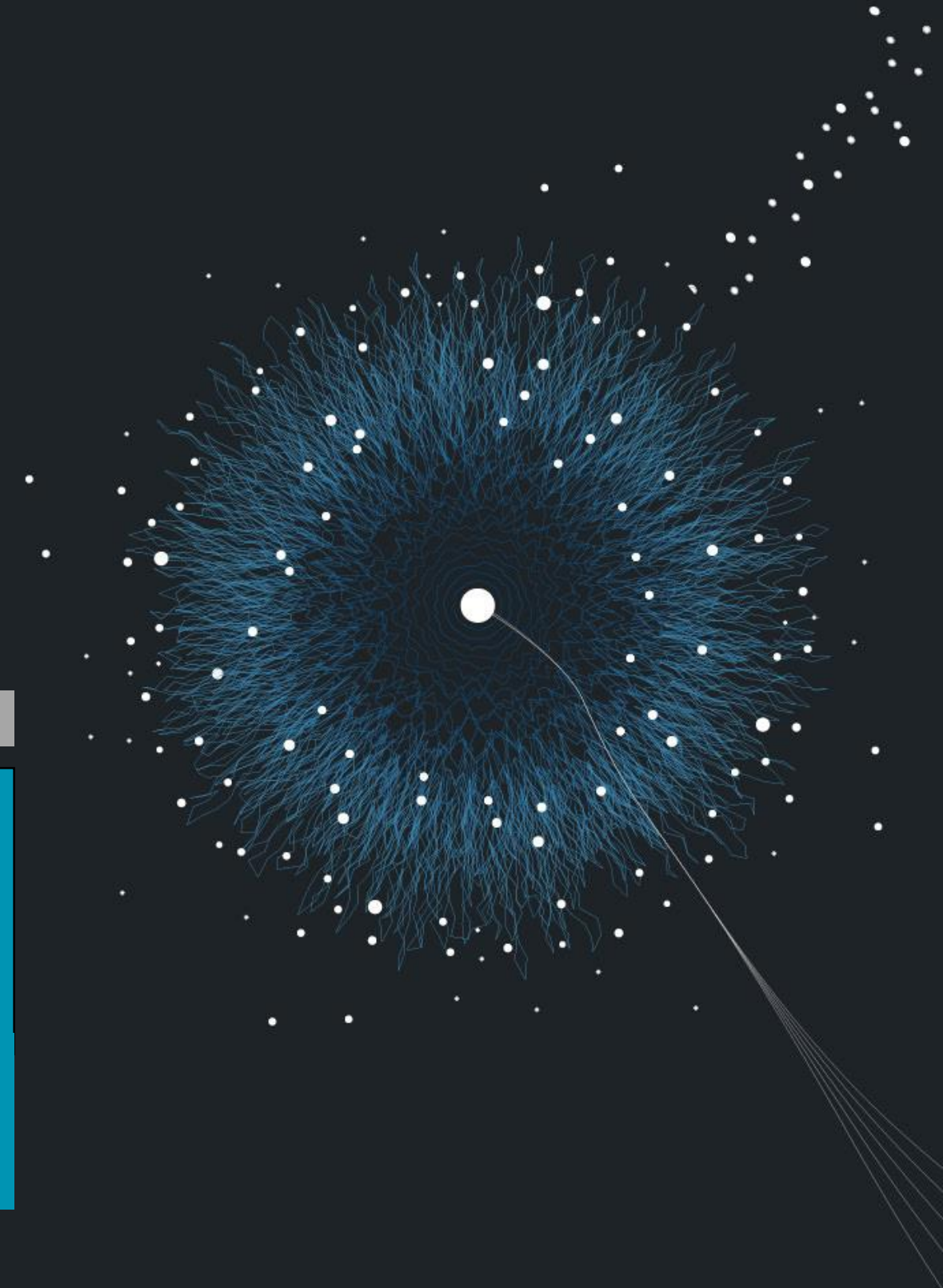
Tel.: +31 (0)53 489 2091

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Martijn Postma

Focus area: Organizational Communication and Reputation

SEMESTER 1		SEMESTER 2
Societal challenges		Master thesis
Essentials in communication science	The public discourse: media and social movements	
Work and technology	Trust and risk	
		Internship



Student life

Study association Communiqué



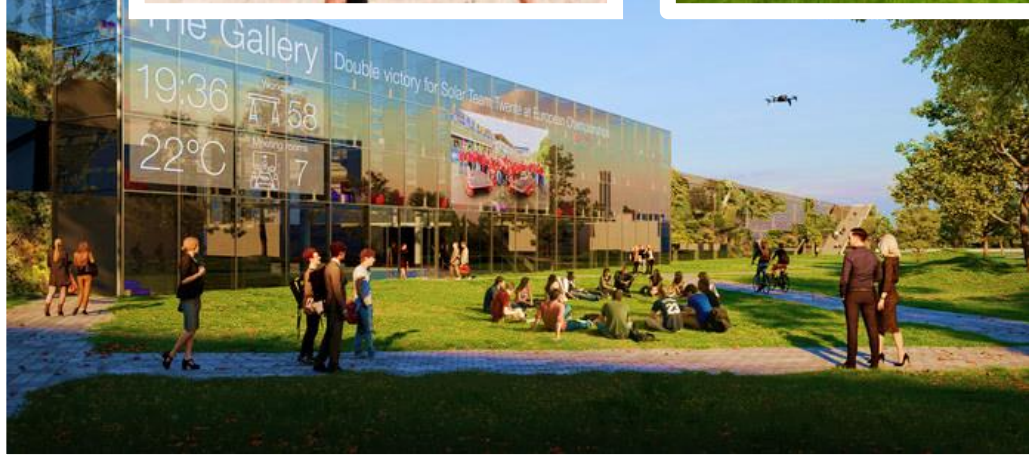
Student life

City of Enschede



Student life

NL's first real campus



MASTER COMMUNICATION SCIENCE

1 YEAR PROGRAMME

15 EC Mandatory courses
20 EC Choose your electives
25 EC Master thesis

3 FOCUS AREAS

- Organisational Communication & Reputation
- Media, Technology & Communication
- Digital Marketing Communication & Design

JOB PERSPECTIVES

You will be well prepared for roles in public relations and corporate communications, marketing and advertising, digital and social media marketing, event planning and management, market research and analytics, government and public affairs, and crisis and risk communications.

Scan the QR code
for more info!



UNIVERSITY
OF TWENTE.