MASTER COMMUNICATION SCIENCE

STRATEGIC COMMUNICATION
TO DRIVE BEHAVIOUR CHANGE

1 YEAR PROGRAMME

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

3 TRACKS

- Social marketing and behavioural change
- Strategic organisational communication
- Society, media and technology

JOB PERSPECTIVES

- Strategic public relations and corporate communications
- Strategic marketing and advertising
- Strategic digital and social media analysis
- Strategic crisis and risk communication
- Event management
- Market research and big data analytics
- Government and public affairs

SCAN THE QR CODE FOR MORE INFO

FOLLOW US ON SOCIAL MEDIA

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

UNIVERSITY OF TWENTE.

COMMUNICATION SCIENCE AT THE UT

We study human behavior based on the **interactions** we have with **people** and **organizations**, in **digital** and **physical places**, and the **‘things’** around us.

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.

MASTERING COMMUNICATION SCIENCE

- MASTER COM STUDENTS AT THE UT ARE **ACADEMIC CITIZENS** THAT TRULY ENGAGE WITH **SOCIETAL CHALLENGES**.
- THEY EMBRACE **CHANGE** AND POSSESS KNOWLEDGE AND SKILLS THAT ENABLE THEM TO **STRATEGICALLY NAVIGATE CHANGE**.
- THEY HAVE BOTH GENERAL KNOWLEDGE ABOUT WHAT DRIVES HUMAN CHANGE AND **SPECIALIST KNOWLEDGE** BASED ON ONE OF THE TRACKS.

Energy transition

Too much production and use

Climate change and dependency

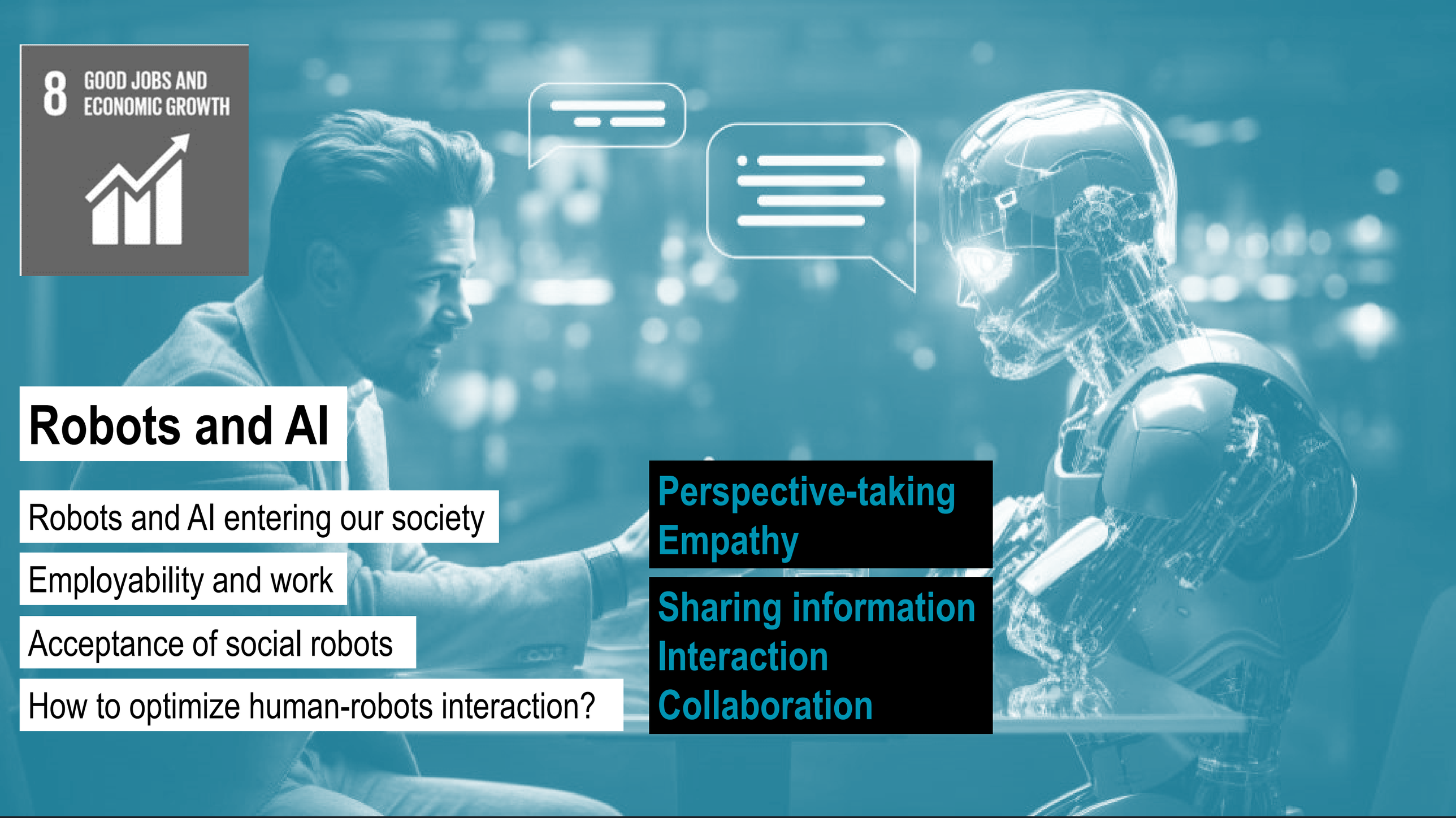
Technical but also social challenge

How to engage and motivate all actors?

Identity
Image
Reputation

Storytelling

Connecting
Bonding
Bridging



Robots and AI

Robots and AI entering our society

Employability and work

Acceptance of social robots

How to optimize human-robots interaction?

Perspective-taking
Empathy

Sharing information
Interaction
Collaboration

Polarization

Filter bubbles and echo chambers

Populism and fake news

Digital inclusiveness

How to involve all groups in society?

Authenticity
Transparency
Honesty

PROGRAMME OVERVIEW

1ST SEMESTER		2ND SEMESTER	
Block A	Block B	Block A	Block B
Societal challenges		Master thesis COM	
Critical reflections on Communication Science	Elective course		
Elective course	Elective course	Elective course / Internship	Elective course / Internship

PROGRAMME OVERVIEW

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Critical reflections on Communication Science	Consumer psychology, marketing, and behavioural change	Critical reflections on Communication Science	Data-driven design for strategic communication
Visual communication and corporate branding strategies	Positive organizing and leadership	Social change dilemmas: Against the dark arts	The future of work
The public discourse: Stakes and stakeholders	The post-truth society: Power, polarization, participation	Behaviour & Technology: An interdisciplinary approach	Digital life and culture

PROGRAMME OVERVIEW

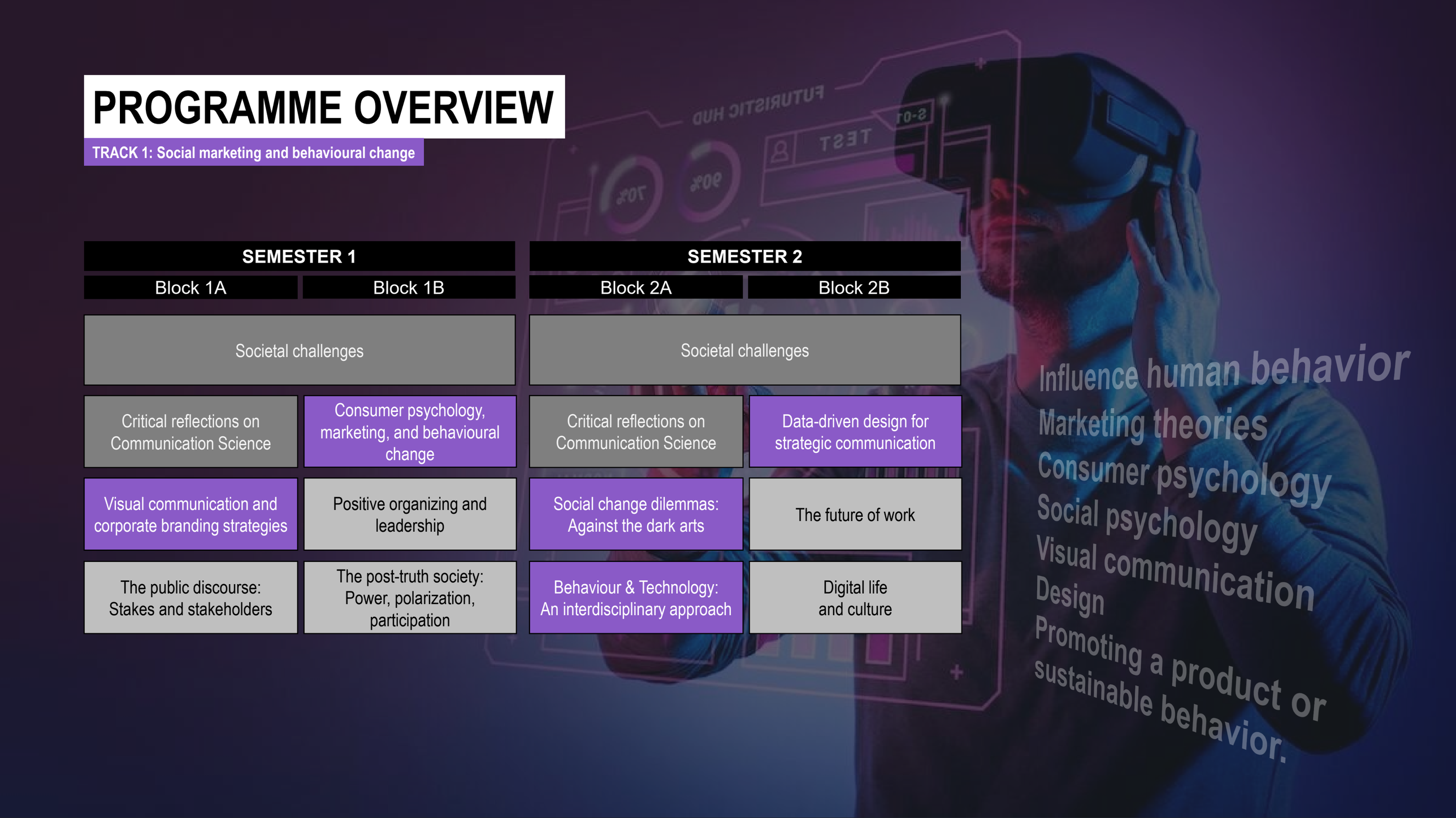
SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Critical reflections on Communication Science	Consumer psychology, marketing, and behavioural change	Critical reflections on Communication Science	Data-driven design for strategic communication
Visual communication and corporate branding strategies	Positive organizing and leadership	Social change dilemmas: Against the dark arts	The future of work
The public discourse: Stakes and stakeholders	The post-truth society: Power, polarization, participation	Behaviour & Technology: An interdisciplinary approach	Digital life and culture

Choose your five electives and specialize

PROGRAMME OVERVIEW

TRACK 1: Social marketing and behavioural change

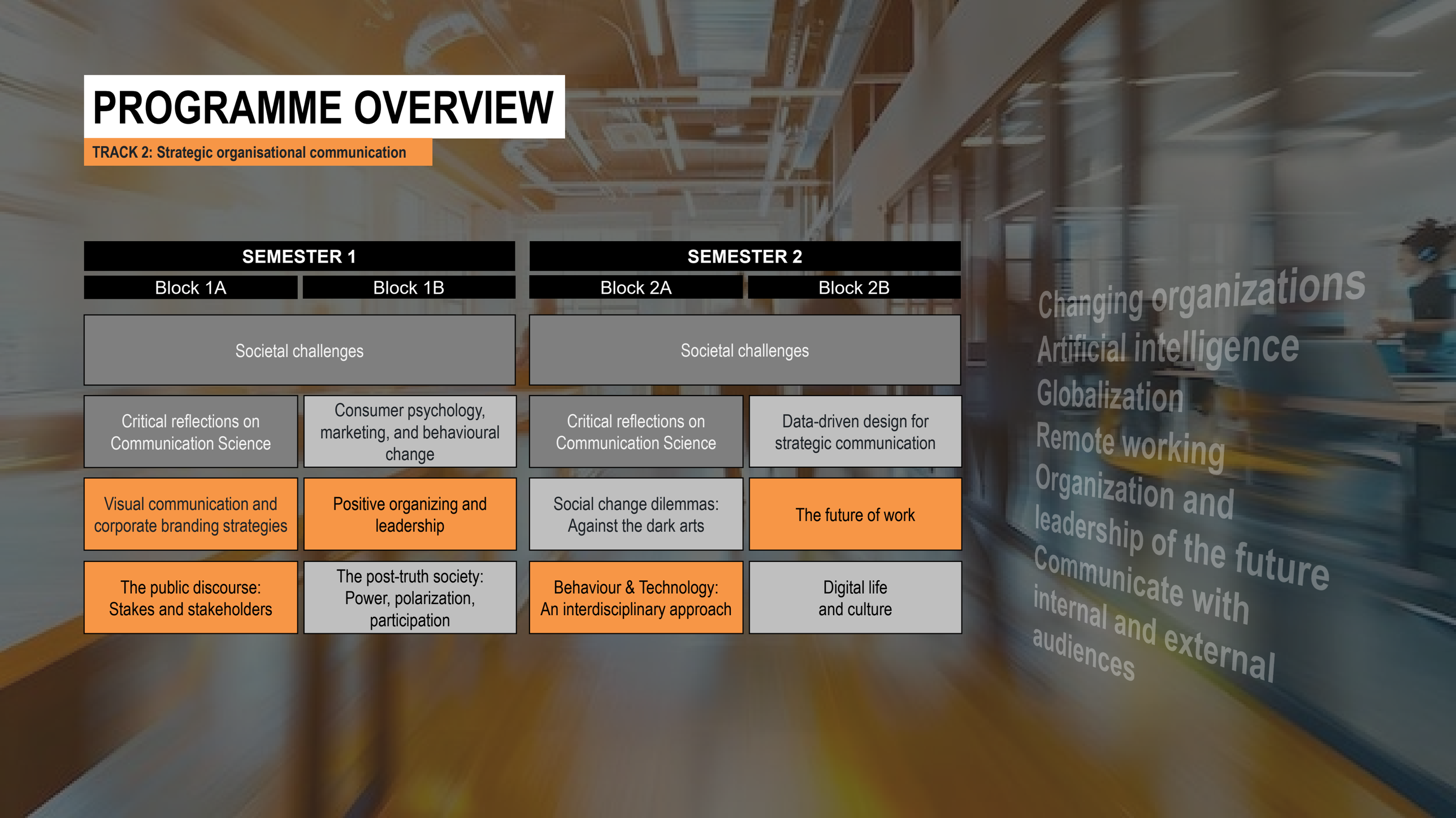
SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Critical reflections on Communication Science	Consumer psychology, marketing, and behavioural change	Critical reflections on Communication Science	Data-driven design for strategic communication
Visual communication and corporate branding strategies	Positive organizing and leadership	Social change dilemmas: Against the dark arts	The future of work
The public discourse: Stakes and stakeholders	The post-truth society: Power, polarization, participation	Behaviour & Technology: An interdisciplinary approach	Digital life and culture



PROGRAMME OVERVIEW

TRACK 2: Strategic organisational communication

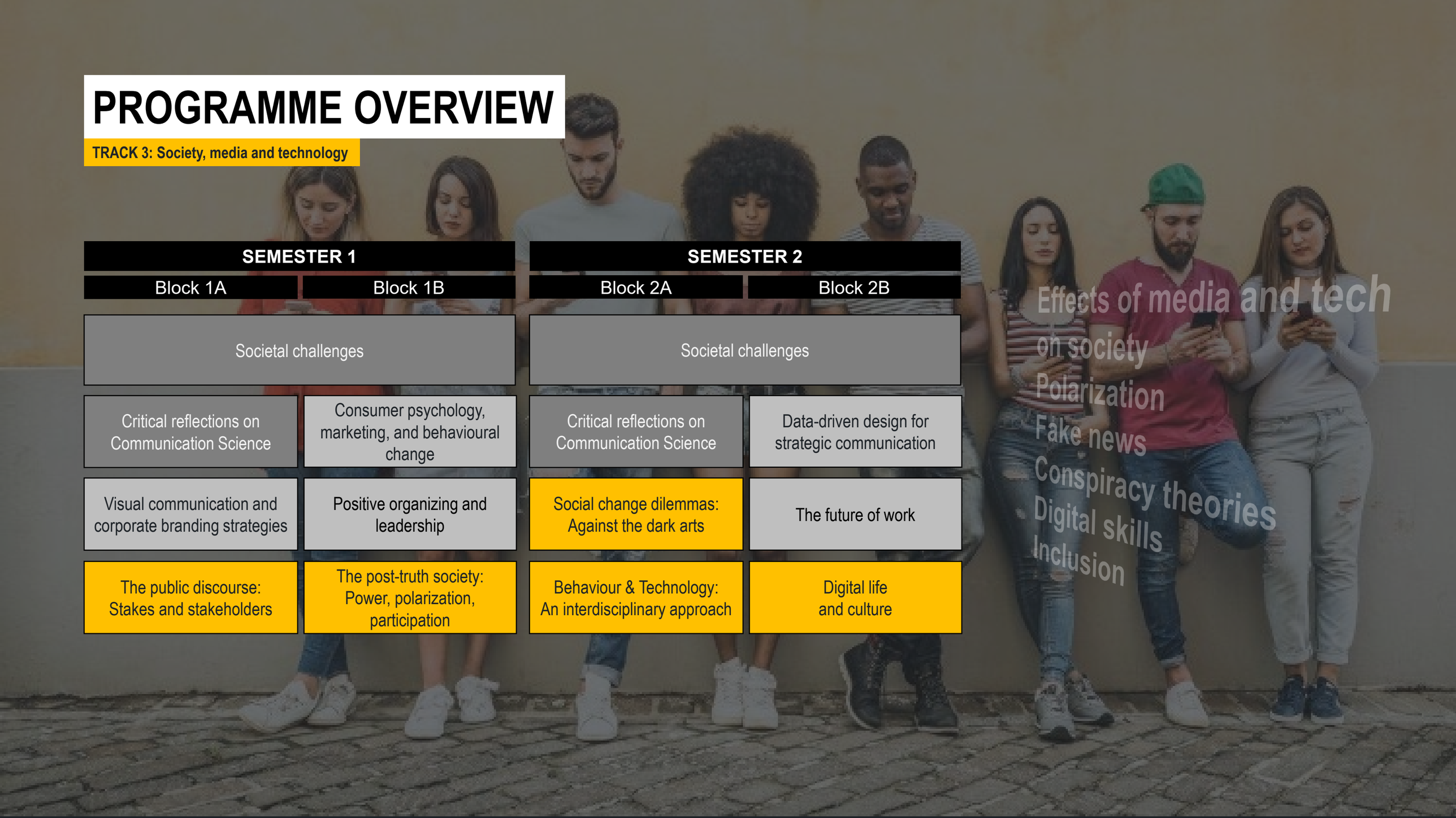
SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Critical reflections on Communication Science	Consumer psychology, marketing, and behavioural change	Critical reflections on Communication Science	Data-driven design for strategic communication
Visual communication and corporate branding strategies	Positive organizing and leadership	Social change dilemmas: Against the dark arts	The future of work
The public discourse: Stakes and stakeholders	The post-truth society: Power, polarization, participation	Behaviour & Technology: An interdisciplinary approach	Digital life and culture



PROGRAMME OVERVIEW

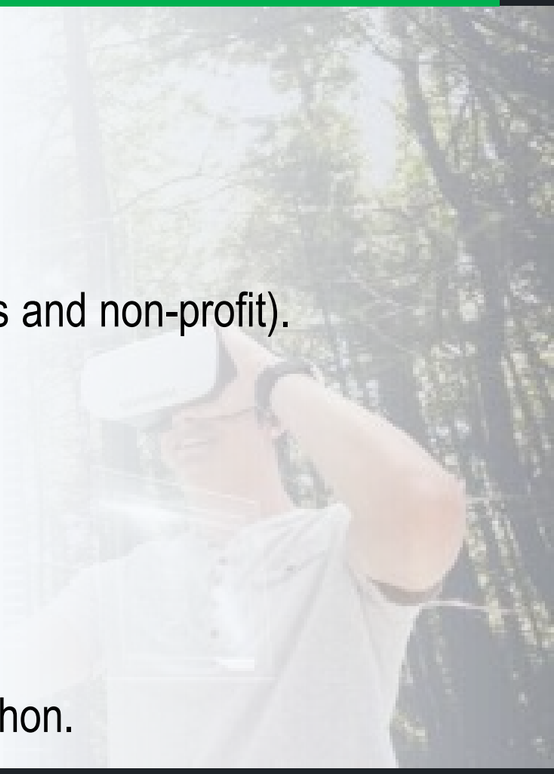
TRACK 3: Society, media and technology

SEMESTER 1		SEMESTER 2	
Block 1A	Block 1B	Block 2A	Block 2B
Societal challenges		Societal challenges	
Critical reflections on Communication Science	Consumer psychology, marketing, and behavioural change	Critical reflections on Communication Science	Data-driven design for strategic communication
Visual communication and corporate branding strategies	Positive organizing and leadership	Social change dilemmas: Against the dark arts	The future of work
The public discourse: Stakes and stakeholders	The post-truth society: Power, polarization, participation	Behaviour & Technology: An interdisciplinary approach	Digital life and culture



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 and behaviour change.
- Understand the most innovative technologies.
- And acquire the skills to manage the upcoming technological disruptions in marketing (both business and non-profit).

Topics:

- Social marketing and behaviour change.
- Smart marketing and smart environments.
- Visual communication and consumer neuroscience.
- 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.

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DD-Digital marketing September 2025 intake

1.5-year program (90 EC)

- 40EC mandatory courses
- 25EC elective courses
- 25EC combined thesis
- COM courses

	SEMESTER 1 (Sept-Jan)		SEMESTER 2 (Feb-Jul)		SEMESTER 1 (Sept-Jan)	
	Q1	Q2	Q3	Q4	Q5 (Q1)	Q6 (Q2)
MANDATORY	Critical reflections on COM 5EC	Business valuation & Corporate governance 5EC	Societal challenges 10EC		BA-COM Master thesis research project 25 EC	
	Entrepreneurial leadership & Responsible design 5EC		Advanced topics in digital marketing 5EC	Qualitative research & Business skills 2.5EC		
	Data science 5EC			Quantitative & Design methods in business research 2.5EC		
ELECTIVES		Choose 2:	Choose 1:	Choose 1:	Choose 1:	
		Consumer psychology, marketing, and behavioral change 5EC	Global strategy and business development 5EC	Data-driven design for strategic communication 5EC	Smart industry 5EC	
		The post truth society 5EC	Social change dilemmas 5EC	The future of work 5EC	Business-to-business marketing 5EC	
		Supply change management & innovation 5EC	Behaviour and technology: an interdisciplinary approach 5EC	Digital life and culture 5EC	Visual communication and corporate branding strategies 5EC	

UNIVERSITY OF TWENTE.

DD-Digital marketing February 2025 intake

1.5-year program (90 EC)

- 40EC mandatory courses
- 25EC elective courses
- 25EC combined thesis
- COM courses

	SEMESTER 2 (Feb-Jul)		SEMESTER 1 (Sept-Jan)		SEMESTER 2 (Feb-Jul)	
	Q3	Q4	Q1	Q2	Q5 (Q3)	Q6 (Q4)
MANDATORY	Essentials in COM 5EC	Vision strategy & leadership 5EC	Societal challenges 10EC		BA-COM Master thesis research project 25 EC	
	Advanced topics in digital marketing 5EC		Data science 5EC	Qualitative research & Business skills 2.5EC Quantitative & Design methods in business research 2.5EC		
	Business valuation & Corporate governance 5EC					
ELECTIVES		Choose 2:	Choose 1:	Choose 1:	Choose 1:	
		Design & behaviour change 5EC	Smart industry 5EC	Consumer psychology, marketing, and behavioral change 5EC	Global strategy and business development 5EC	
		Reputation management 5EC	Business-to-business marketing 5EC	The post truth society 5EC	Social change dilemmas 5EC	
		Social implications of the Internet 5EC	Visual communication and corporate branding strategies 5EC	Supply change management & innovation 5EC	Behaviour and technology: an interdisciplinary approach 5EC	

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Master thesis

Master thesis

2019 IEEE International Professional Communication Conference (ProComm)

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

Ruud Jacobs
University of Twente
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Joyce Karreman
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Jitske Botma
University of Twente
jbotma17@gmail.com

Original Research

"There Is Something We Need to Tell You…": Communicating Health-Screening Results to Older Adults via the Internet

Sander Beukema, MSc,[1] Lex van Velsen, PhD,[2,3] Stephanie Jansen-Kosterink, PhD,[2] and Joyce Karreman, PhD[1]

[1]Department of Communication Science and [2]Biomedical Signals and Systems Group, University of Twente, Enschede, Netherlands.
[3]Roessingh 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[a,d], Janina C. Roppelt[a]

[a] University of Twente, Faculty of Electrical Engineering, Mathematics and Computer Science, Services, Cybersecurity and Safety Research Group, PO Box [illegible], The Netherlands
[b] University of Twente, Faculty of Behavioural, Management and Social Sciences, Department of Communication Science, PO Box 217, 7500 AE Enschede, The Netherlands
[c] University 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
[d] Delft 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 Oltvoort[1], Peter de Vries[1(✉)], Thomas van Rompay[2], and Dale Rosen[3]

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{a.b.a.oltvoort,p.w.devries}@utwente.nl
[2] Communication Science, University of Twente, Enschede, The Netherlands
t.j.l.vanrompay@utwente.nl
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TECHNOLOGY ANALYSIS & STRATEGIC MANAGEMENT
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Routledge
Taylor & Francis Group

OPEN ACCESS Check for updates

Technology legitimation 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]

[a]Department of Communication Science, University of Twente, Enschede, Netherlands; [b]Department of Cultural and Social Science, Radboud University, Nijmegen, Netherlands

ABSTRACT

The public sphere, reflected by the public discourse, is an important domain for the legitimation 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 legitimation 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 legitimation 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
Received 24 October 2018
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Accepted 22 July 2019

KEYWORDS
Legitimacy; public discourse; GM food; media analysis

Government Information Quarterly 36 (2019) 490–500

Contents lists available at ScienceDirect

Government Information Quarterly

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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[a] University of Twente, Faculty of Behavioural, Management and Social Sciences (BMS), Department of Communication Science, Cubicus Building, P.O. Box 217, 7500, AE Enschede, The Netherlands
[b] Municipality of Raalte, The Netherlands

ARTICLE INFO

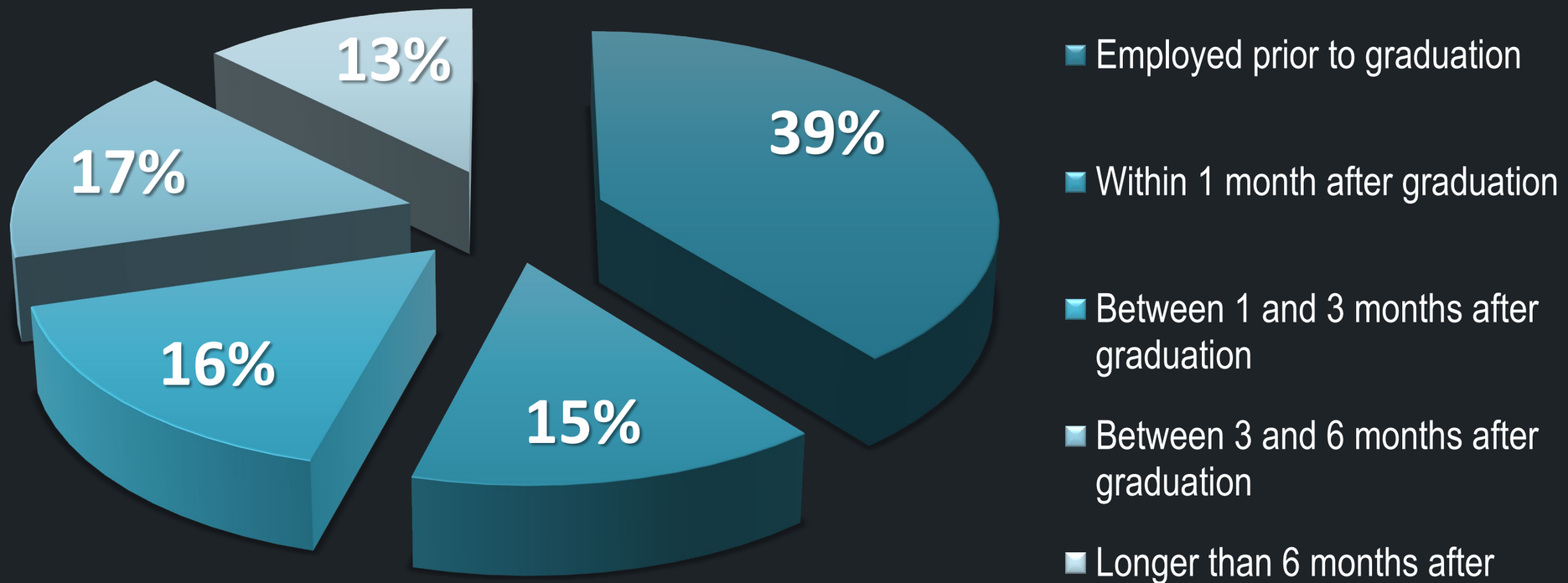
Keywords:
Participation
e-Participation
Co-creation
Citizens
Decentral government

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



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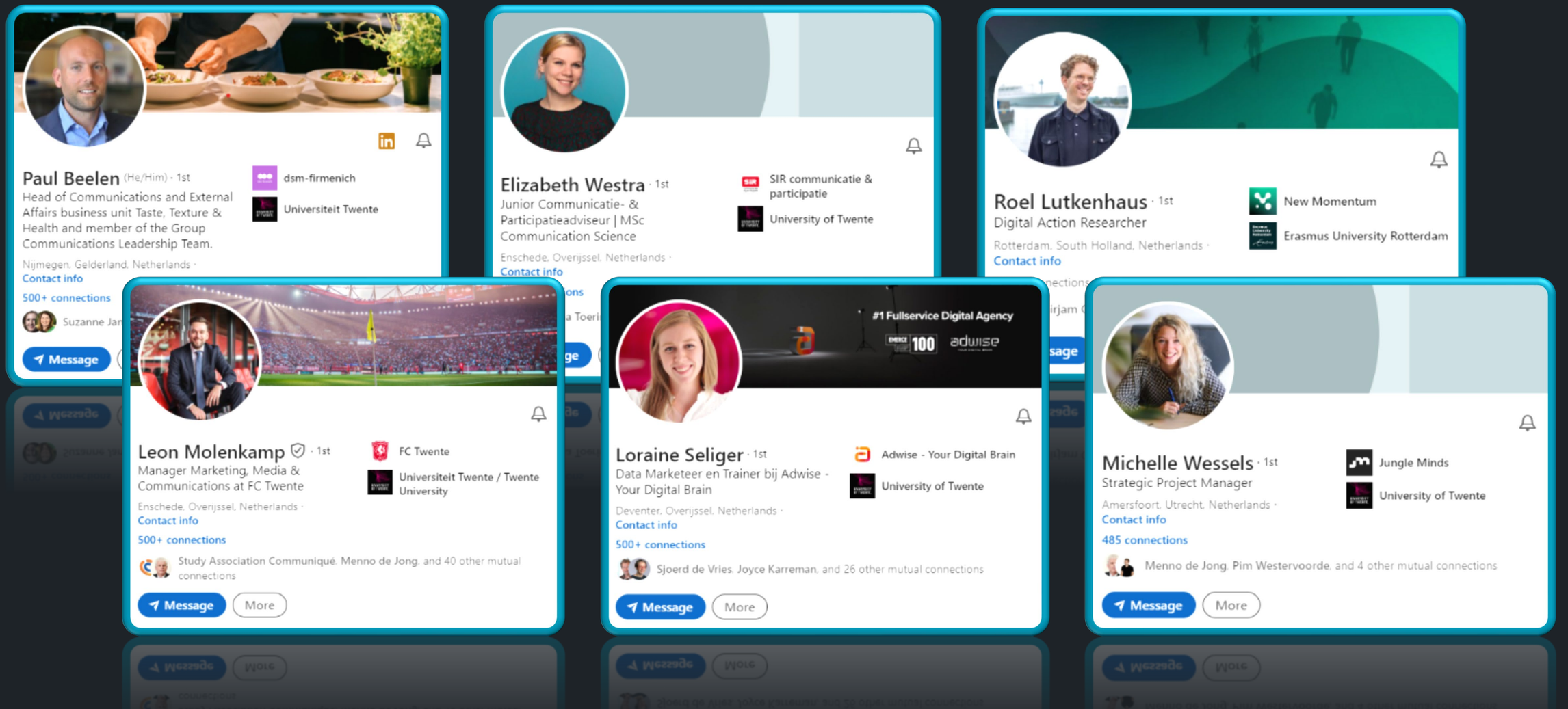
Labour market

Sectors and job titles alumni

- Advertising & marketing
- IT services and IT consulting
- Retail
- Technology, information & internet
- Business consulting and services
- Government administration

Sustainability advisor
Communications advisor
Marketing- and communication specialist
HR advisor
Corporate communications
Technical communicator
Innovation coach
PR officer/coordinator
Data analyst
Teacher
Business developer
Trainee
Communication employee
Digital/online Strategist
PhD candidate
Management advisor
Social media manager
Digital marketing expert
Advisor HR and assessment
SEA/SEO specialist
Account manager
Marketer
Project manager/coordinator
Founder
Freelancer
Marketing manager
Content marketer/manager
Senior consultant
Change communication expert

Career opportunities



Top 21 job roles in increasing demand across industries

WORLD ECONOMIC FORUM

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)

Premaster Communication science

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	16 EC Academic research project

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
5 EC Academic skills	5 EC Researching strategy and marketing
1 EC Capita selecta Digital marketing	

- The Premaster is a half-year (30 EC) programme.
- You can start in either September or February.

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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

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COM at the UT is…

PERSONAL SUPPORT

- STUDY ADVISOR
- TUTOR / MENTOR
- REGULAR APPOINTMENTS

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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.

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)

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Direct or indirect admission?

Direct admission master COM

- Academic bachelors (BSc) in Communication Science (EUR, RUN, UvA, UvT, 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.

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Indirect admission (premaster)

For questions, contact:
Jeanet Luijerink (Study Advisor (Pre-)Master COM)
E-mail: j.w.m.luijerink@utwente.nl

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/studentservices/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/

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Admission deadlines

For questions, contact:
Jeanet Luijerink (Study Advisor (Pre-)Master COM)
E-mail: j.w.m.luijerink@utwente.nl

Dutch students who have completed a HBO/University degree:

Deadline for completion of the application and all required uploads:

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

International Visa students:

Deadline for completion of the application and all required uploads:

- Start September: before 1 May 2025
- Start February: before 1 October 2024

International Non-Visa students:

Deadline for completion of the application and all required uploads:

- Start September: before 1 July 2025
- Start February: before 1 December 2024

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UNIVERSITY OF JARON

25 years old

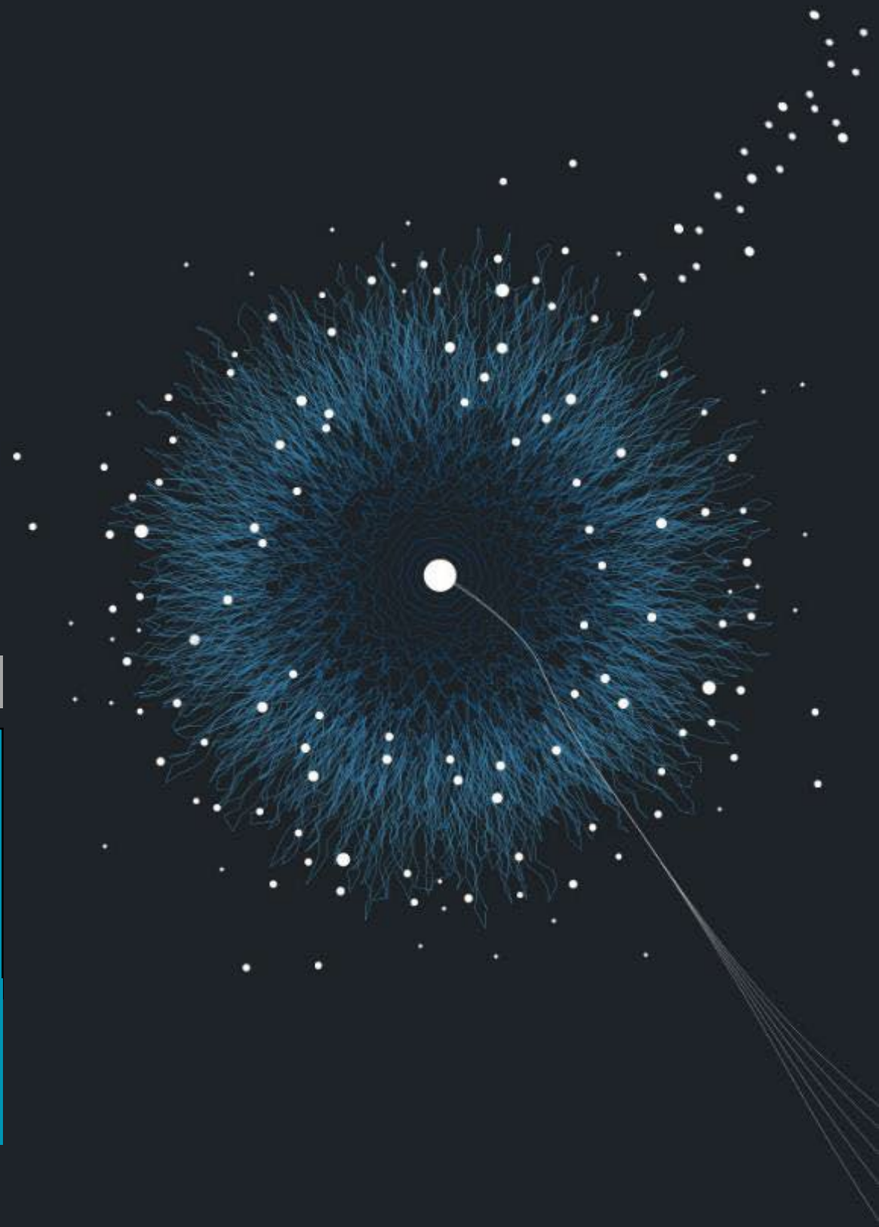
Comes from Enschede

UNIVERSITY OF TWENTE.

Jaron Potgieter

Track: Strategic organisational communication

SEMESTER 1		SEMESTER 2
Societal challenges		Master thesis
Critical reflections on Communication Science	Advertising and Consumer Psychology	
Reputation management	Vision, Strategy and Leadership	Social Marketing and Behavioural Change



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Student life

Study association Communique

Communiqué

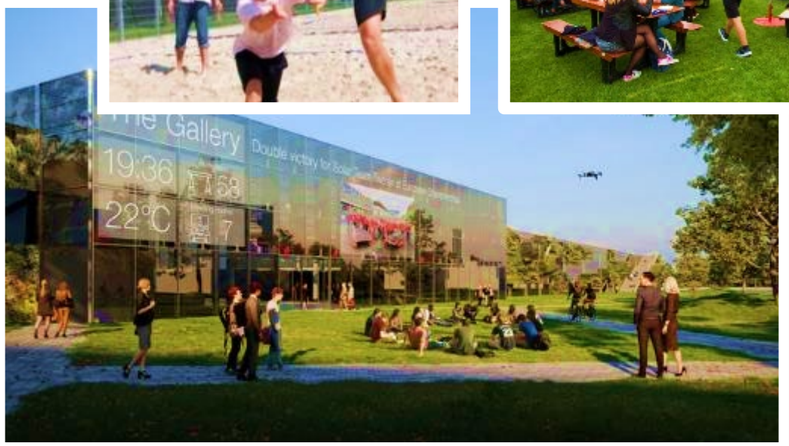
Study association for communication science

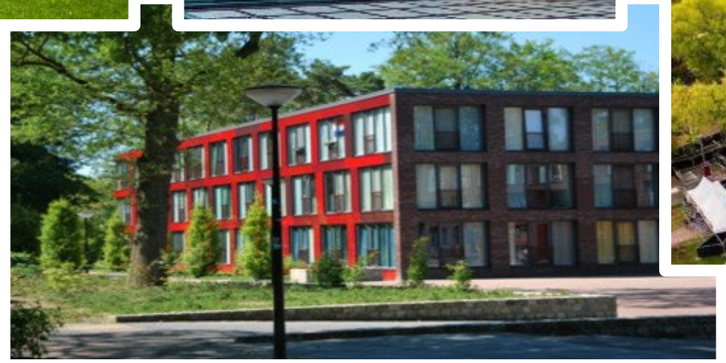
Student life

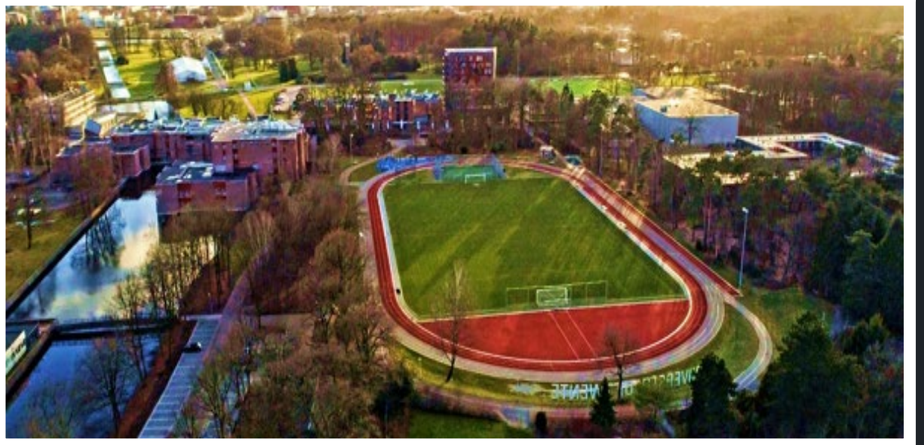
City of Enschede

Student life

NL’s first real campus







MASTER COMMUNICATION SCIENCE

STRATEGIC COMMUNICATION
TO DRIVE BEHAVIOUR CHANGE

1 YEAR PROGRAMME

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

3 TRACKS

- Social marketing and behavioural change
- Strategic organisational communication
- Society, media and technology

JOB PERSPECTIVES

- Strategic public relations and corporate communications
- Strategic marketing and advertising
- Strategic digital and social media analysis
- Strategic crisis and risk communication
- Event management
- Market research and big data analytics
- Government and public affairs

QUESTIONS? CONTACT:

Jeanet Luijerink
Study advisor Pre-master and Master COM

E-mail:
j.w.m.luijerink@utwente.nl

SCAN THE QR CODE FOR MORE INFO

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