

BACHELOR COMMUNICATION SCIENCE WELCOME!

3 FOCUS AREAS

- Digital society
- Changing organisations
- Persuasive tech

PROJECT BASED EDUCATION

- Learn and directly apply theory
- Academic and professional skills
- High quality and personal attention

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!



THIS SESSION



COMMUNICATION
SCIENCE IN
TWENTE
& PROGRAMME
OVERVIEW



TWENTE
EDUCATION
MODEL
& COURSE
EXAMPLE



LABOUR
MARKET



STUDENT
GUIDANCE
& ADMISSION



LIFE AS
A STUDENT

UNIVERSITY
OF TWENTE.



WHAT IS **COMMUNICATION SCIENCE**?



**We study human behavior
and technology**

in different contexts

in the past, present, and future

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.

OUR THREE THEMES



Digital society

Rise and fall of media platforms

Internet of things and the network society

Big data and digital trails

Digital inclusiveness



Changing organizations

The innovation journey

Identity, image, reputation, crisis

Robots as colleagues

Organization and leadership in the future



Persuasive tech

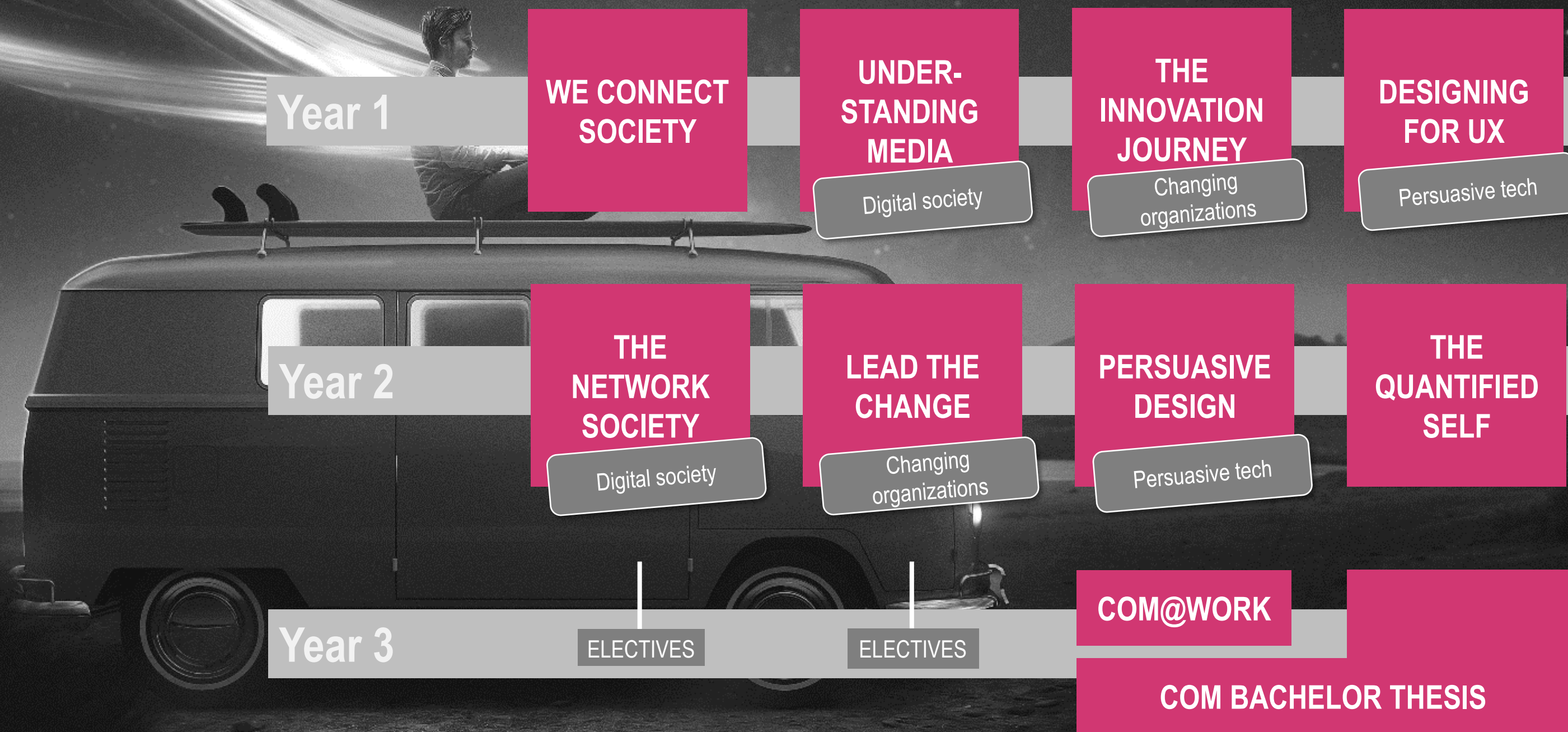
Human-tech interaction

Persuasion, nudging and tech marketing

The effects of environmental design

Multi-sensory design

PROGRAMME OVERVIEW



Elective space

Minor @UT

HTHT minors

Minor @ another university

Premaster

Internship



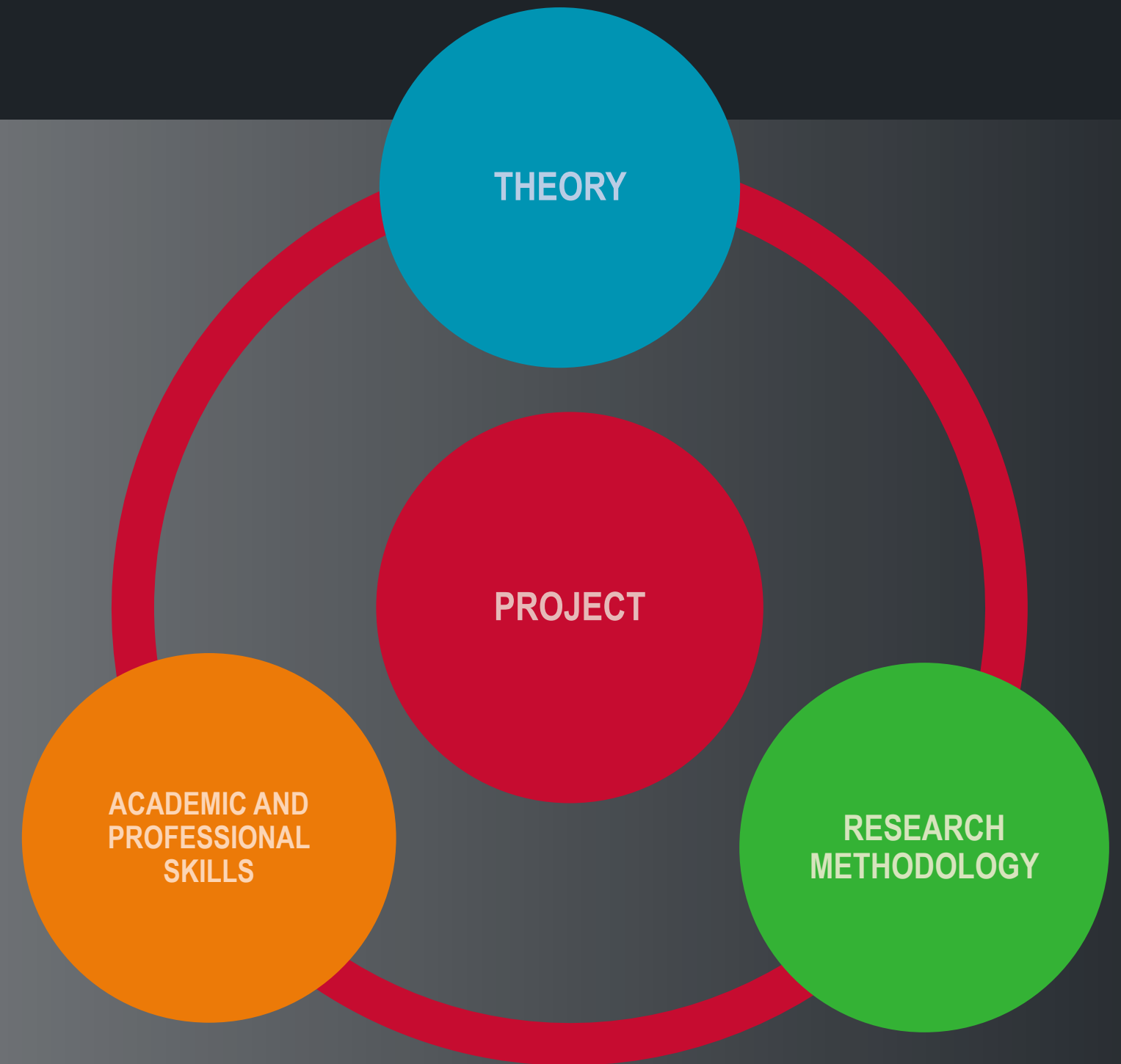
Twente Education Model

4 modules per year (4x15EC)

4 study units per module

Project based learning

Individual and group work



THE INNOVATION JOURNEY

Changing
organizations

Stakeholder and reputation management

Start up own company

Choose an innovation

Automated media analysis

Public relations plan

PROJECT

THE INNOVATION JOURNEY

Changing
organizations

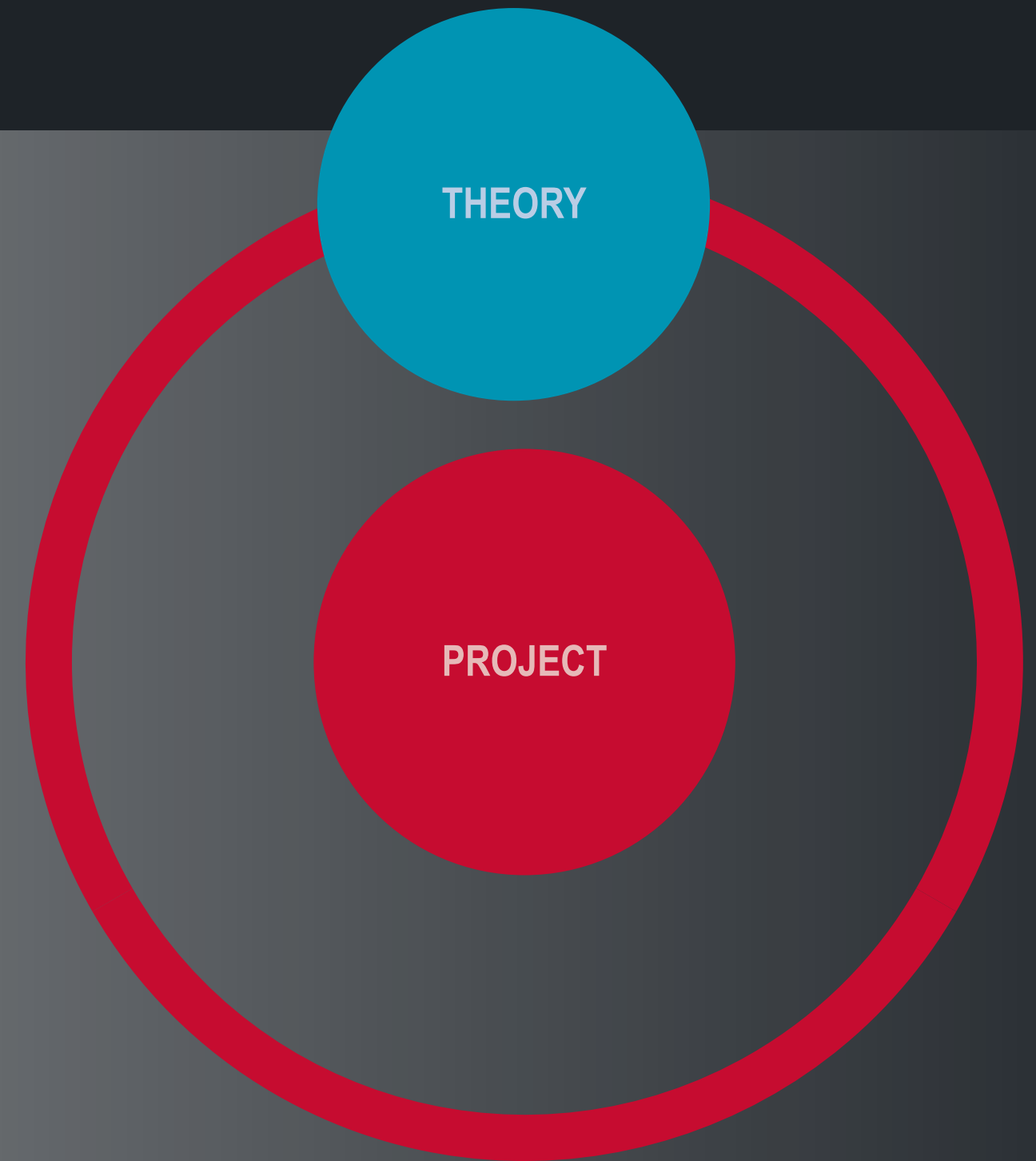
Public relations of innovations

Corporate communication

Identity, reputation, crisis

Corporate social responsibility

Media and framing



**THE
INNOVATION
JOURNEY**

Changing
organizations

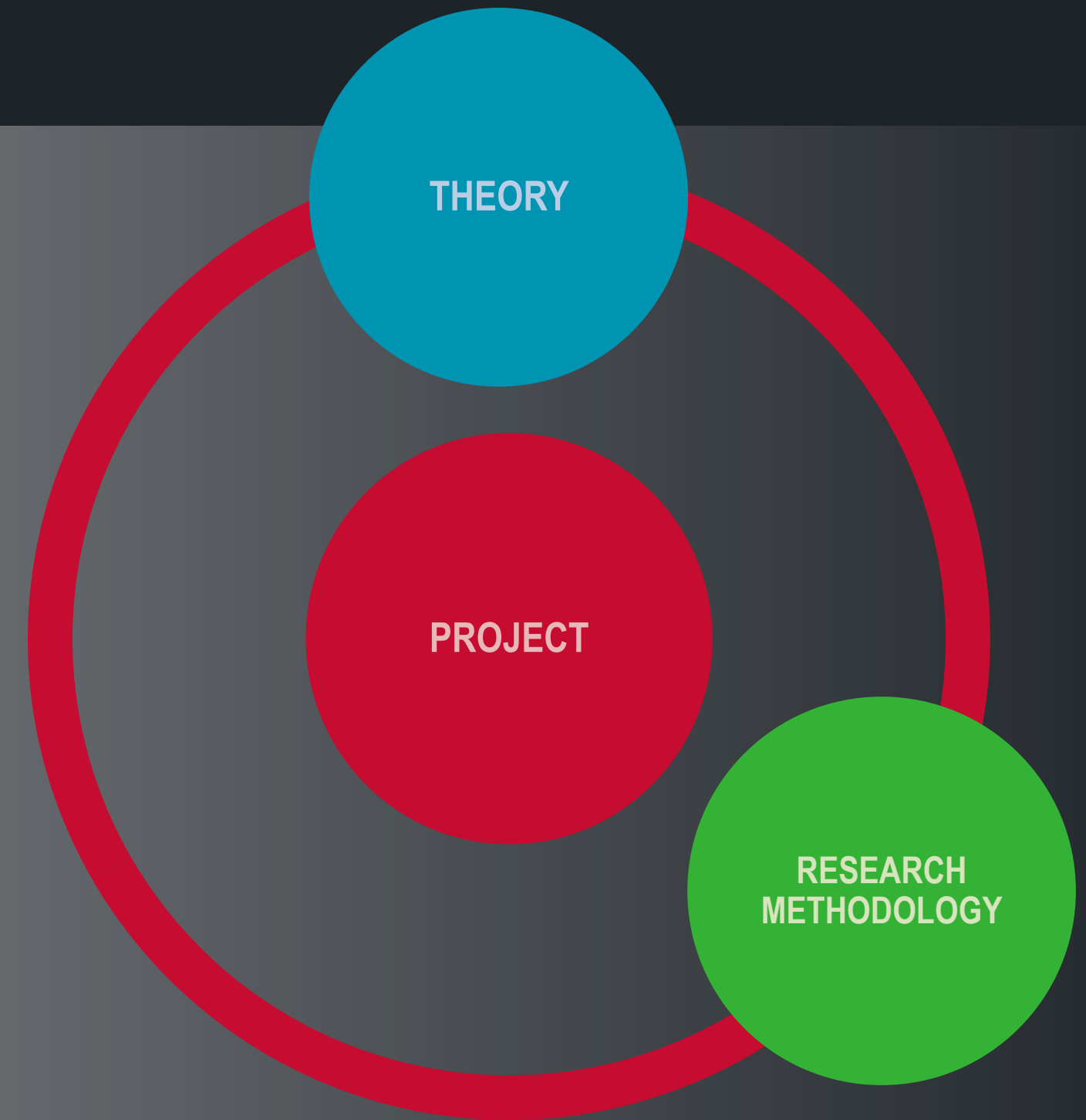
Big data and text mining

Public sentiment on an innovation

The role of news media

What frames and arguments are prominent?

Automated media analysis



THE INNOVATION JOURNEY

Changing
organizations

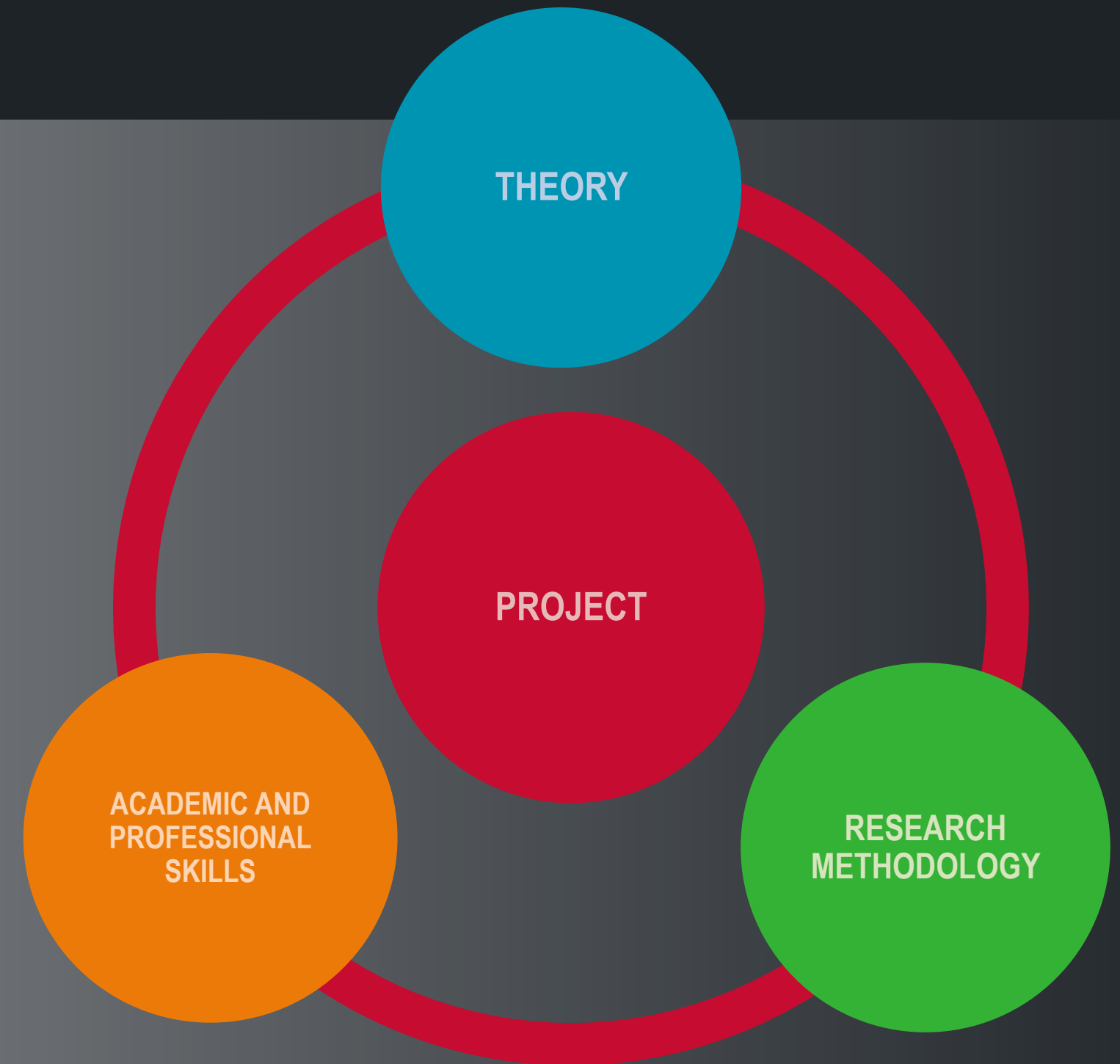
Media framing and crisis response

What to do when things go wrong?

Press release

Spokesmanship

Talk show interview



Year 1

Popularizing global challenges
Introduction communication science
Research methods & statistics 1
Professional writing & design skills

Effects of media use
Media psychology
Survey analysis
Theoretical framework & presenting

Stakeholder & reputation management
Public relations of innovations
Big data & text mining
Media framing & crisis response

User-centered design
Human-technology interaction
Usability testing & interviewing
Business case proposition

Year 2

The media influencers
The digital society
Big data & network analysis
Storytelling & audio-visual design

Changing organizations
Organizational communication
In-depth interview
Literature review & consultancy

Persuasive environments
Social psychology & interactive tech
Experimental design & analysis
Scientific publication & animation design

Designing a student algorithm
Ethics & philosophy
Deep data and predictive modelling
Rhetoric's & debate

Year 3

ELECTIVES

ELECTIVES

COM @WORK

BACHELOR THESIS

4 modules per year (4x15EC)

4 study units per module (PTRS)

Study units clearly connected

Individual and group work



UNIVERSITY
OF TWENTE.

COMMUNICATION
SCIENCE connecting
society

COM@WORK

Bachelor Communication science module 11

Labour market

Company visits Module 11 COM@work



After your bachelor

BACHELOR

ORGANIZATIONAL COMMUNICATION & REPUTATION

MEDIA, TECHNOLOGY & COMMUNICATION

DIGITAL MARKETING COMMUNICATION & DESIGN

OTHER MASTER

Social marketing
and behaviour
change

Trust and risk

Essentials in
communication
science

Positive organizing

Game studies in
social sciences

Social implications
of the internet

Societal challenges

Advertising and
consumer
psychology

Design and
behaviour change

Work and
technology

User centred
design of new
media

Reputation
management

User support

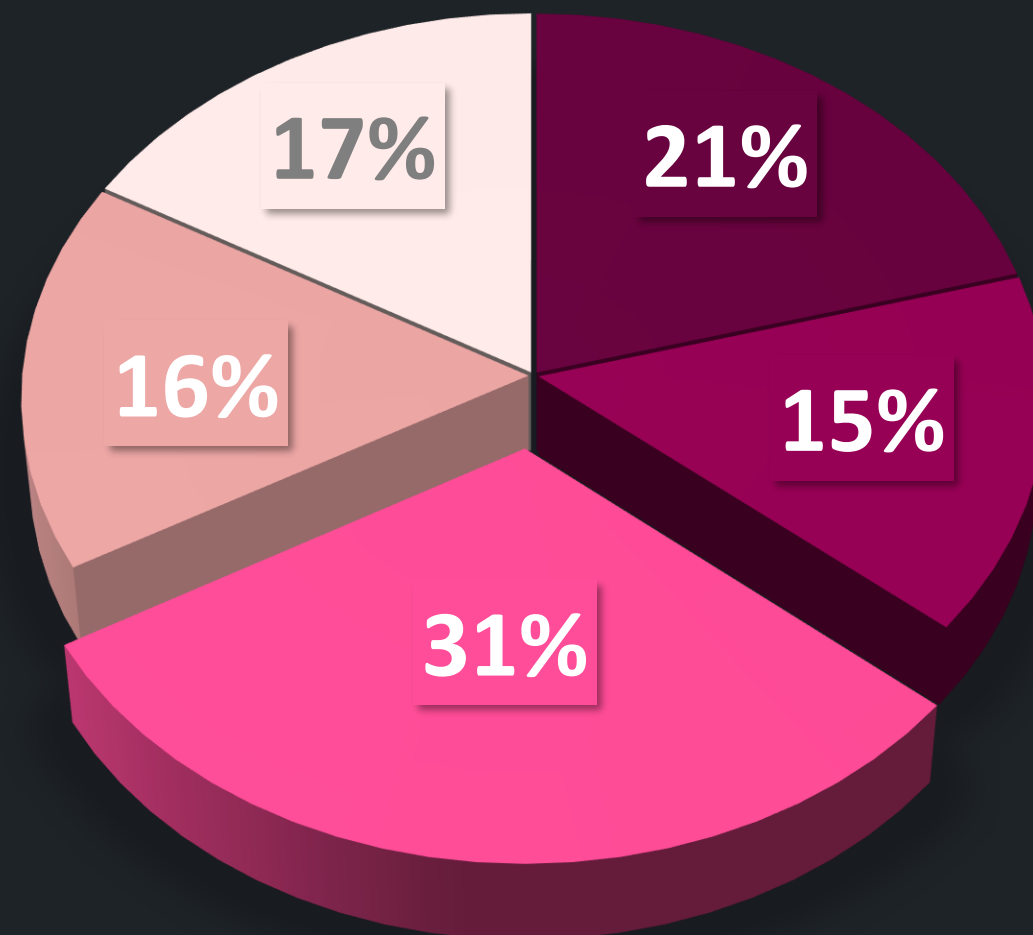
Vision, strategy
and leadership

The public
discourse: media
and social
movements

Design and service
experience

Labour market

Time span until first job – MSc. graduates 2018 – 2023 (n=323)



- 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



Retail



Technology, information & internet



Business consulting and services



Government administration



Rijkswaterstaat

Communications
advisior

HR advisor
Sustainability advisor
Corporate communications
Technical communicator
PR officer/coordinator
Innovation coach
Data analyst
Teacher

Marketing- and
communication
specialist

Business developer
Trainee
Communication
employee

Digital/online
marketer

PhD candidate
Management advisor

Social media manager
Digital marketing expert
Advisor HR and assessment
Account manager
SEA/SEO specialist

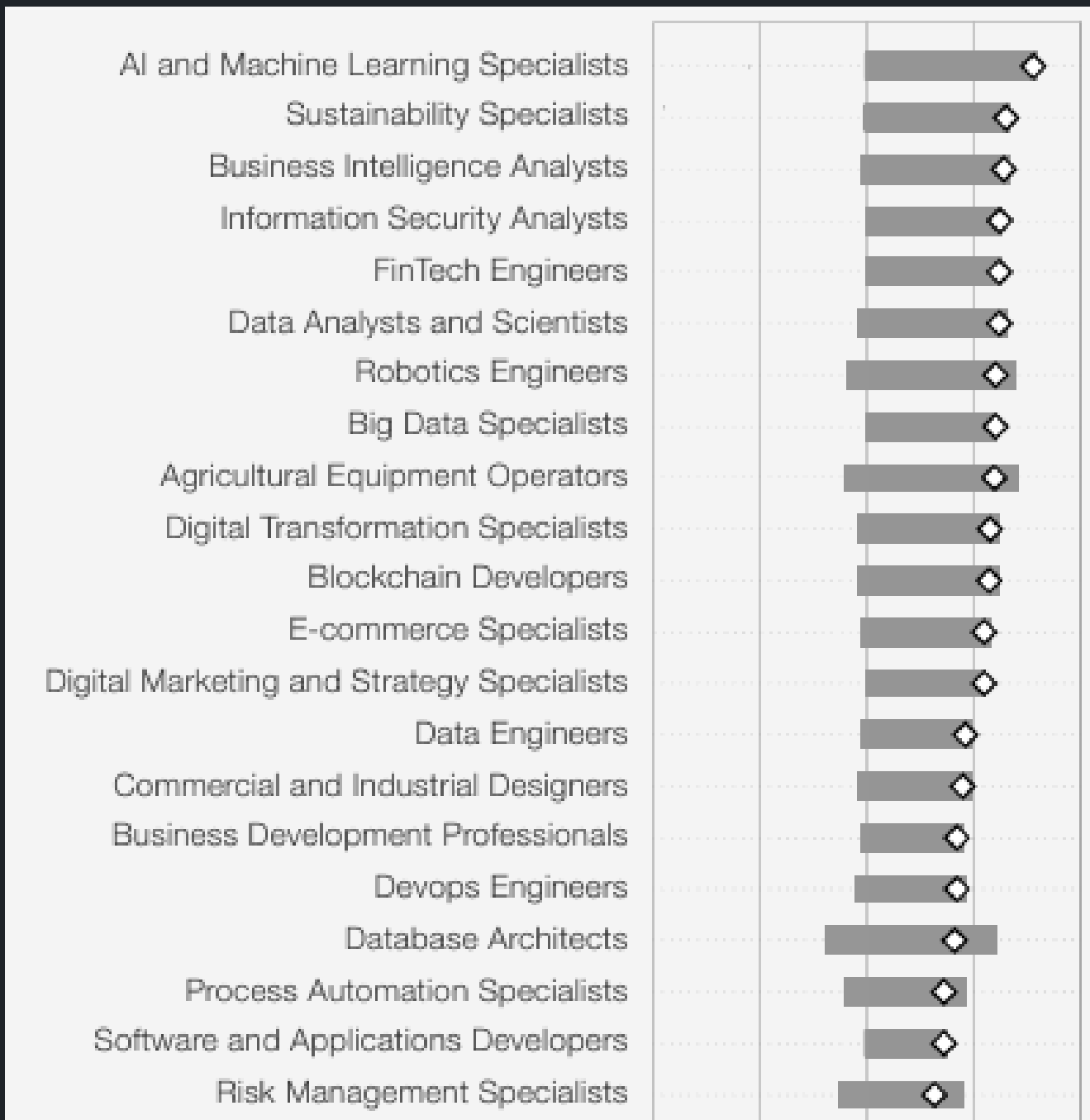
Project manager/coordinator
Marketer

Marketing
manager

Senior consultant
Freelancer
Change communication expert
Founder

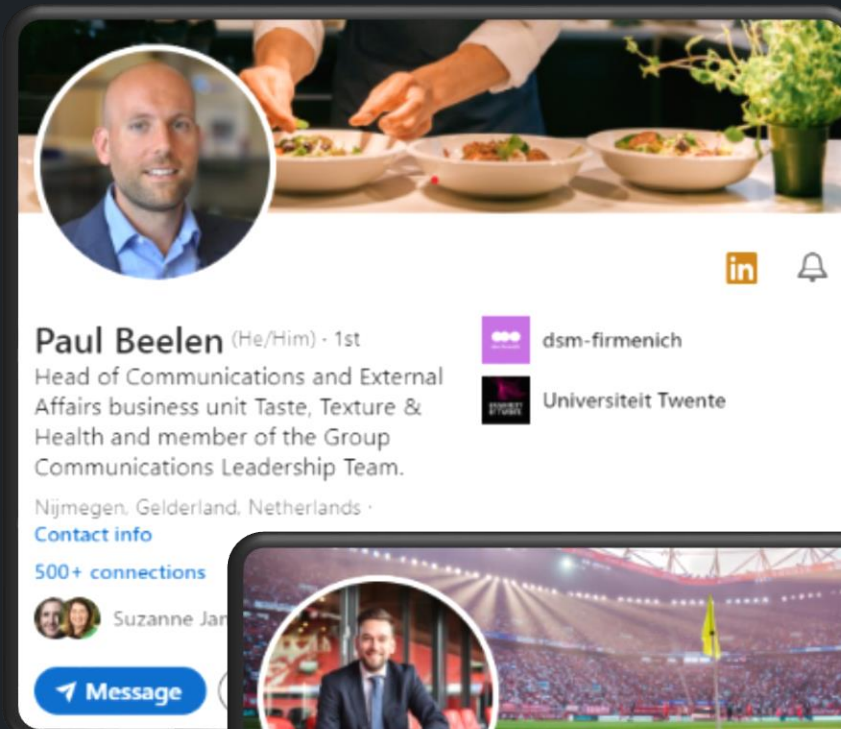
Content
marketer/manager

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

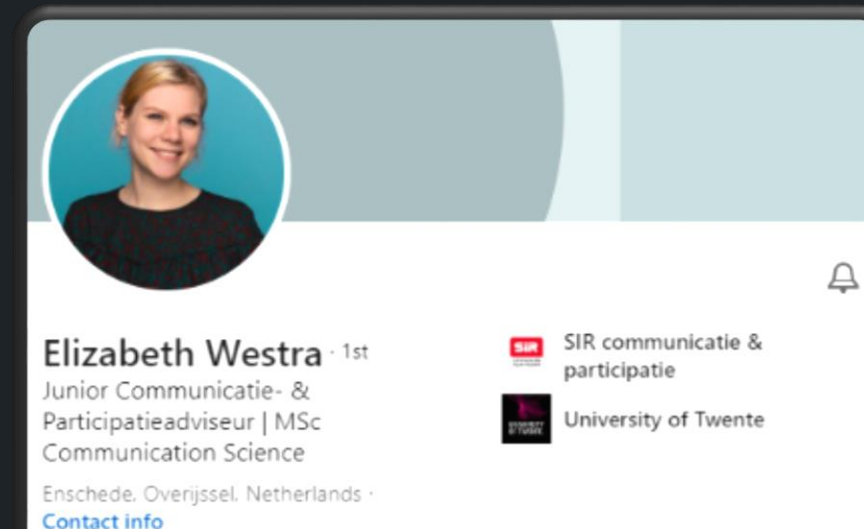
Career opportunities



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...

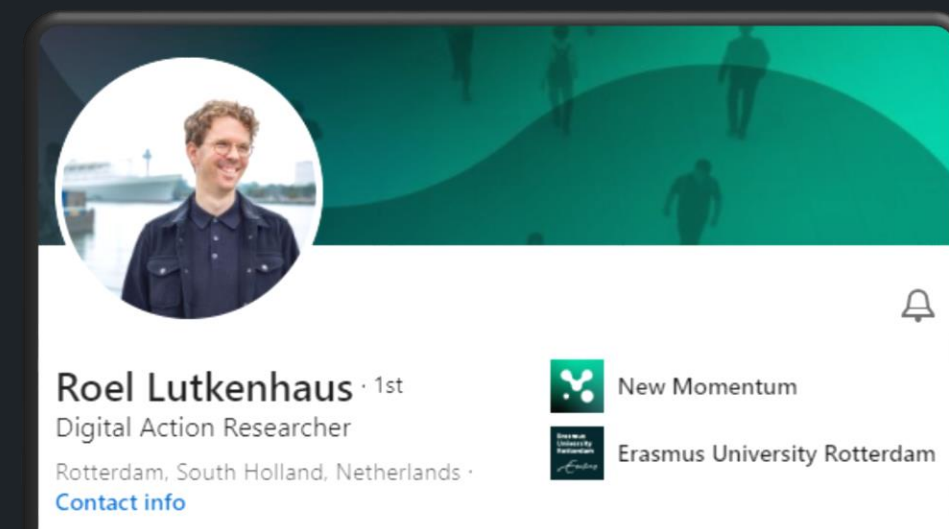
[Message](#)

dsm-firmenich
Universiteit Twente



Elizabeth Westra · 1st
Junior Communicatie- & Participatieadviseur | MSc Communication Science
Enschede, Overijssel, Netherlands ·
[Contact info](#)

SIR communicatie & participatie
University of Twente



Roel Lutkenhaus · 1st
Digital Action Researcher
Rotterdam, South Holland, Netherlands ·
[Contact info](#)

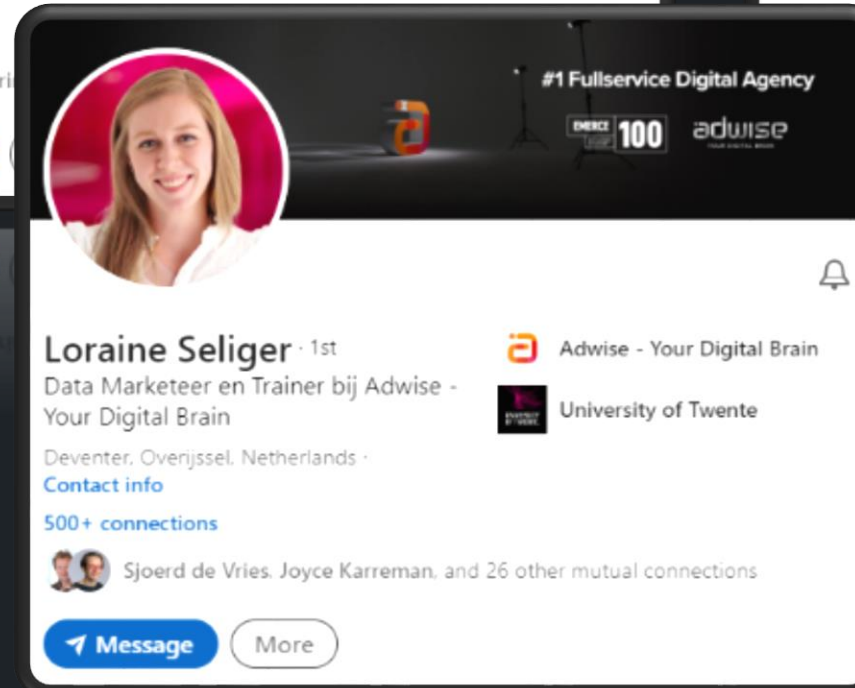
New Momentum
Erasmus University Rotterdam



Leon Molenkamp · 1st
Manager Marketing, Media & Communications at FC Twente
Enschede, Overijssel, Netherlands ·
[Contact info](#)
500+ connections
Study Association Communiqué, Menno de Jong, and 40 other mutual connections

[Message](#) [More](#)

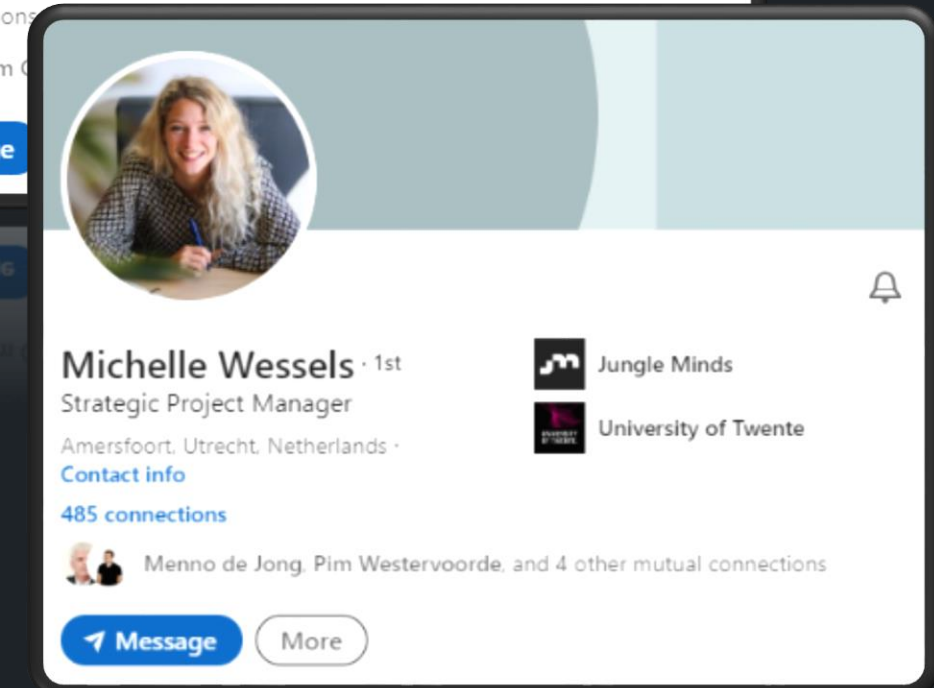
FC Twente
Universiteit Twente / Twente University



Loraine Seliger · 1st
Data Marketeer en Trainer bij Advise - Your Digital Brain
Deventer, Overijssel, Netherlands ·
[Contact info](#)
500+ connections
Sjoerd de Vries, Joyce Karreman, and 26 other mutual connections

[Message](#) [More](#)

Advise - Your Digital Brain
University of Twente



Michelle Wessels · 1st
Strategic Project Manager
Amersfoort, Utrecht, Netherlands ·
[Contact info](#)
485 connections
Menno de Jong, Pim Westervoorde, and 4 other mutual connections

[Message](#) [More](#)

Jungle Minds
University of Twente

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 support 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

- Dutch students: VWO (all profiles)
- International students:
 - Certificate equivalent to Dutch VWO (such as Abitur, International Baccalaureate, British A-levels)
 - English level: CEFR B2/C1; IELTS 6.0, TOEFL 80 or Cambridge CAE
 - Mathematics

Questions? Discuss it with the admission office via admissionoffice@utwente.nl or call +31-53-4894358

More information: www.utwente.nl/en/education/bachelor/admission

Sign up for a Student-for-a-day!

Apply via Studielink: www.studielink.nl

Study start: September



UNIVERSITY OF ESTHER & ISA

19 years old

Comes from Rijssen

Lives at city centre of Enschede

21 years old

Comes from Amersfoort

Lives at the UT campus

UNIVERSITY
OF TWENTE.

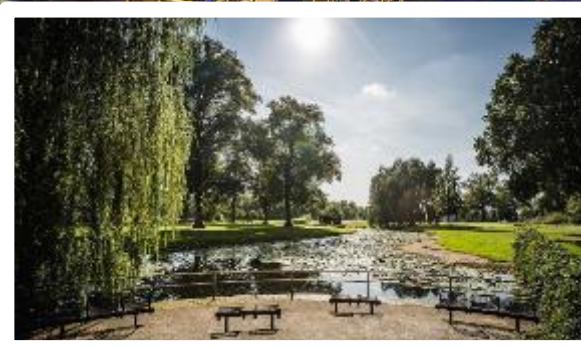
Student life

Study association Communiqué



Student life

City of Enschede



Student life

NL's first real campus

