

BACHELOR COMMUNICATION SCIENCE WELCOME!

3 PILLARS

- 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!



UNIVERSITY
OF TWENTE.

PROGRAM THIS SESSION



COMMUNICATION
SCIENCE IN
TWENTE
& PROGRAMME
OVERVIEW

TWENTE
EDUCATION
MODEL
& COURSE
EXAMPLES

LABOUR
MARKET

STUDENT
GUIDANCE
& ADMISSION

LIFE AS A
STUDENT

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.



COMMUNICATION SCIENCE IN TWENTE

DIGITAL SOCIETY

MEDIA CONSUMPTION AND PERCEPTION



Media use
Media effects
News consumption and agenda-setting

SOCIAL MEDIA INTERACTIONS



Social networks
Echo chambers
Fake news and polarization

CHANGING ORGANIZATIONS

WORKPLACE COMMUNICATION



Organizational culture
Leadership
Transparency

PUBLIC RELATIONS AND CRISIS COMMUNICATION



Stakeholders and stakes
Reputation management
Corporate social responsibility

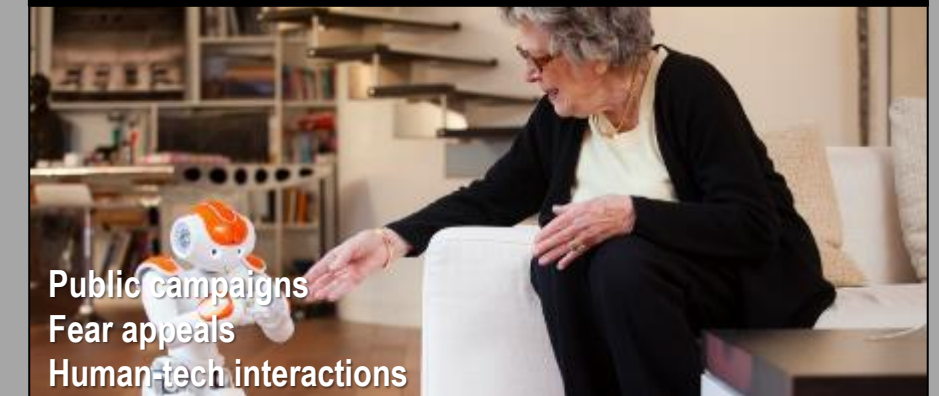
PERSUASIVE TECH

ADVERTISING AND PERSUASION



Consumer psychology
Marketing
Priming and framing

HEALTH COMMUNICATION



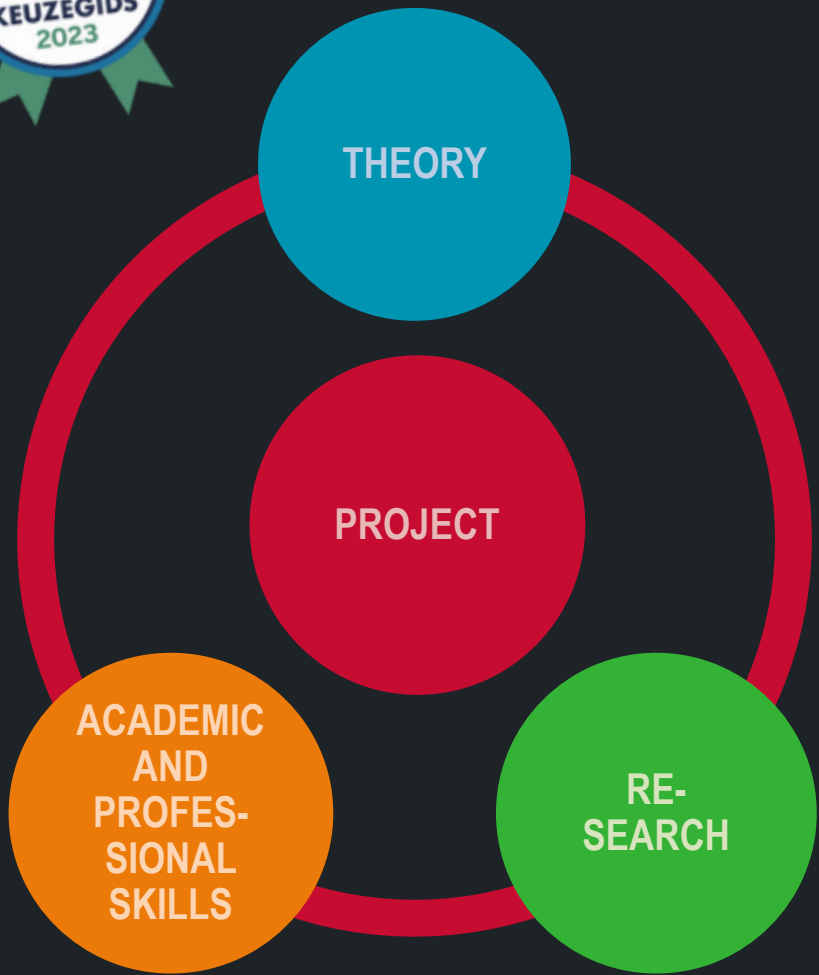
Public campaigns
Fear appeals
Human-tech interactions

ENVIRONMENTAL COMMUNICATION



Corporate social responsibility
Environmental design
Science communication

PROGRAMME OVERVIEW

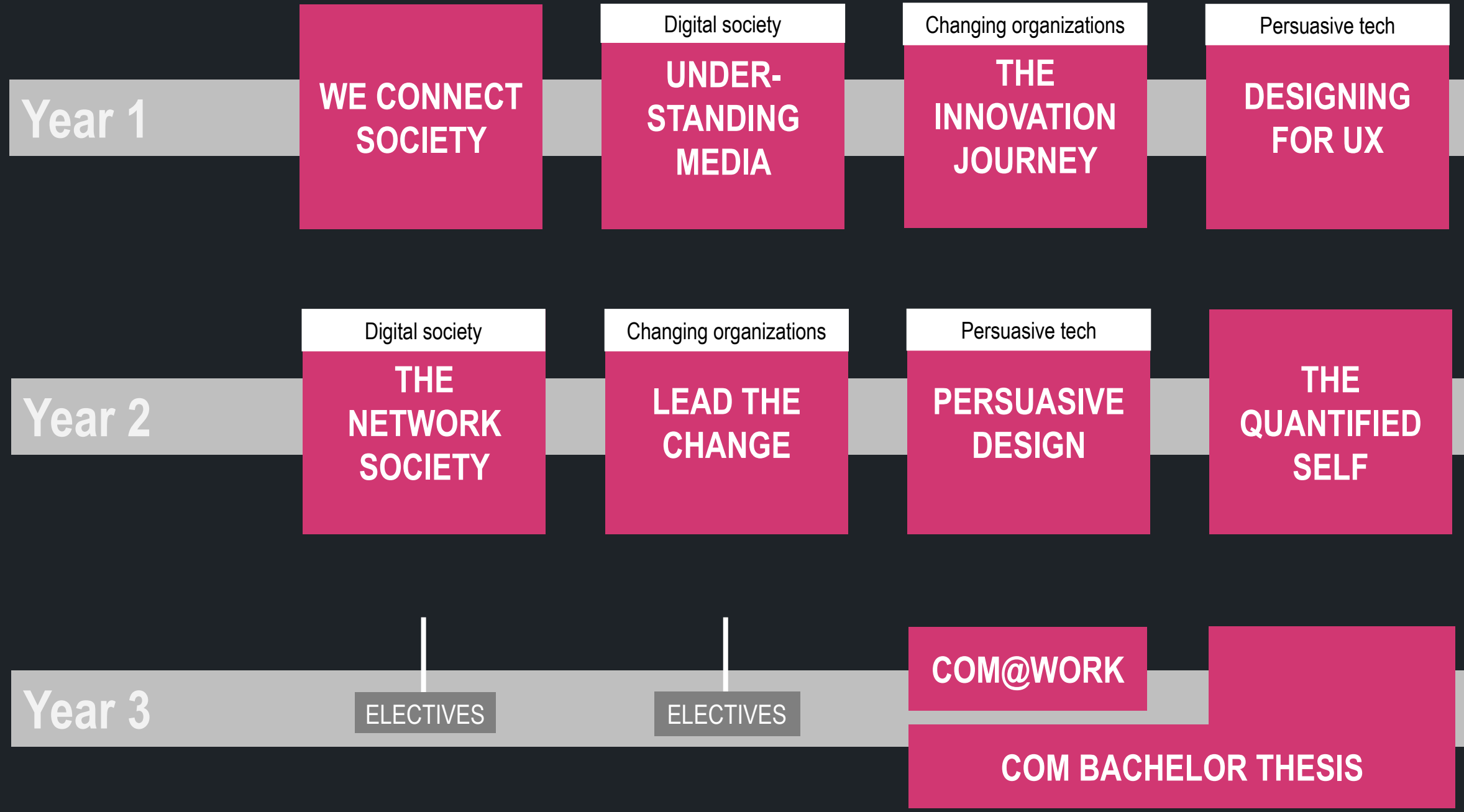


Twente Education Model

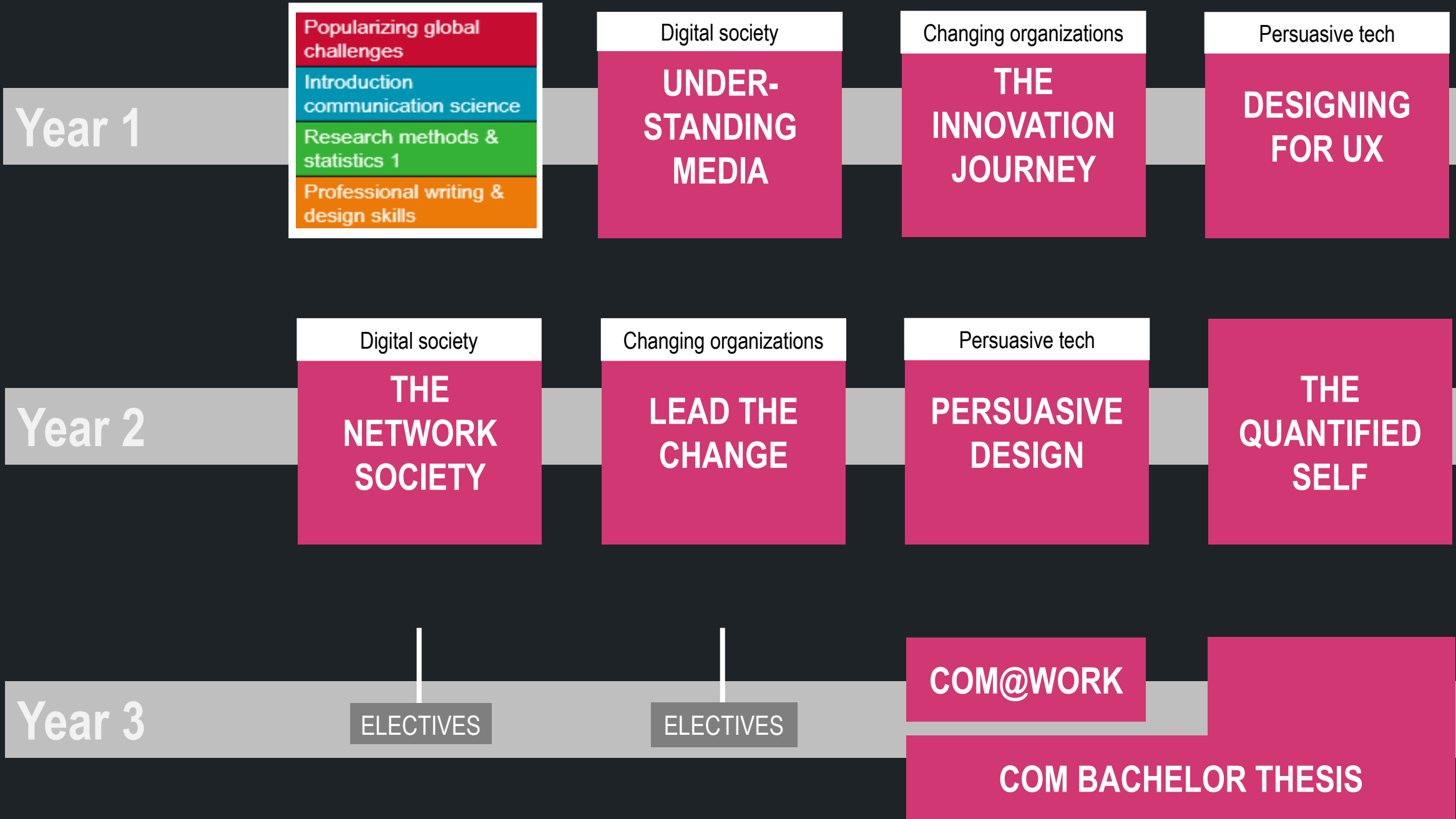
4 modules per year (4x15EC)

4 study units per module

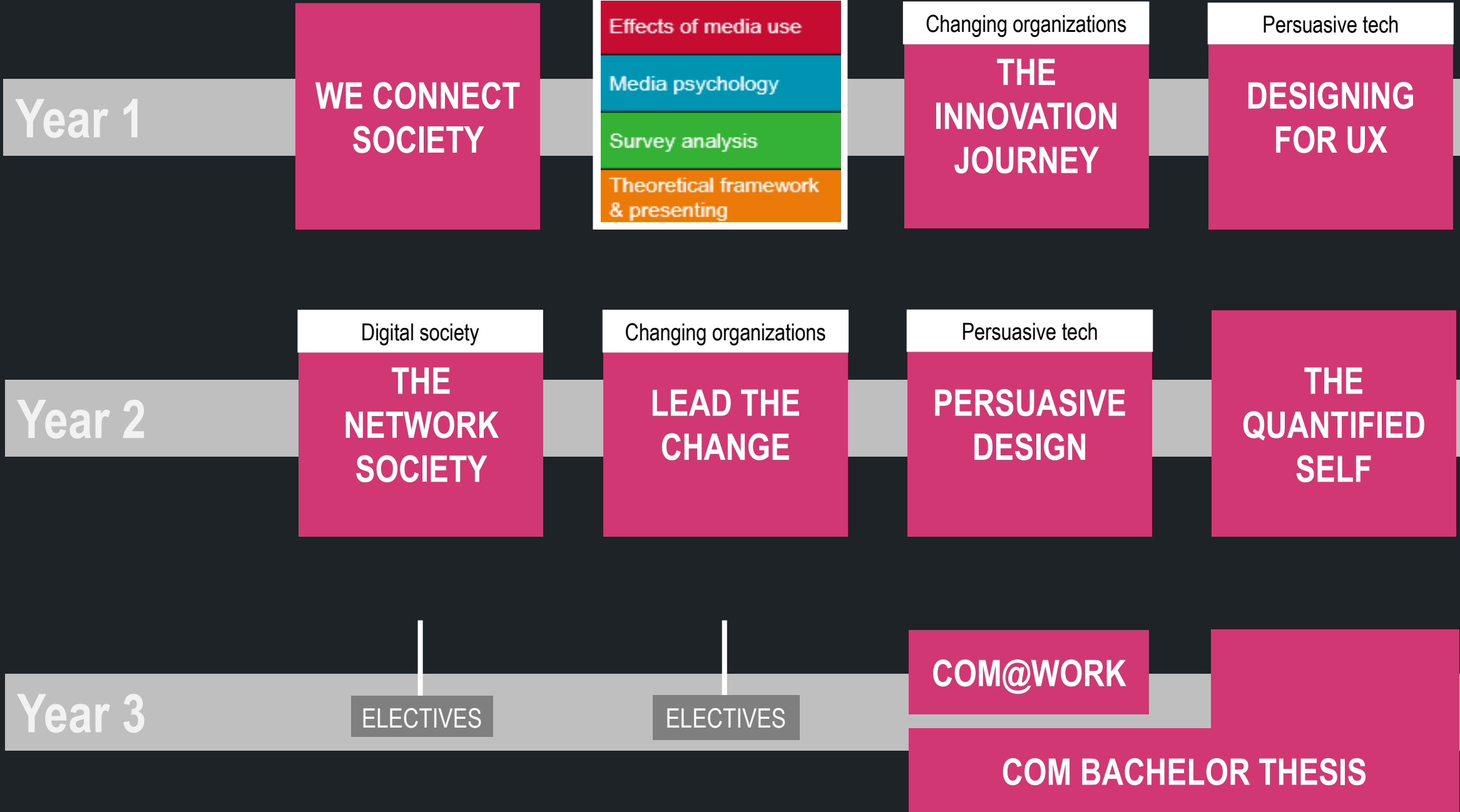
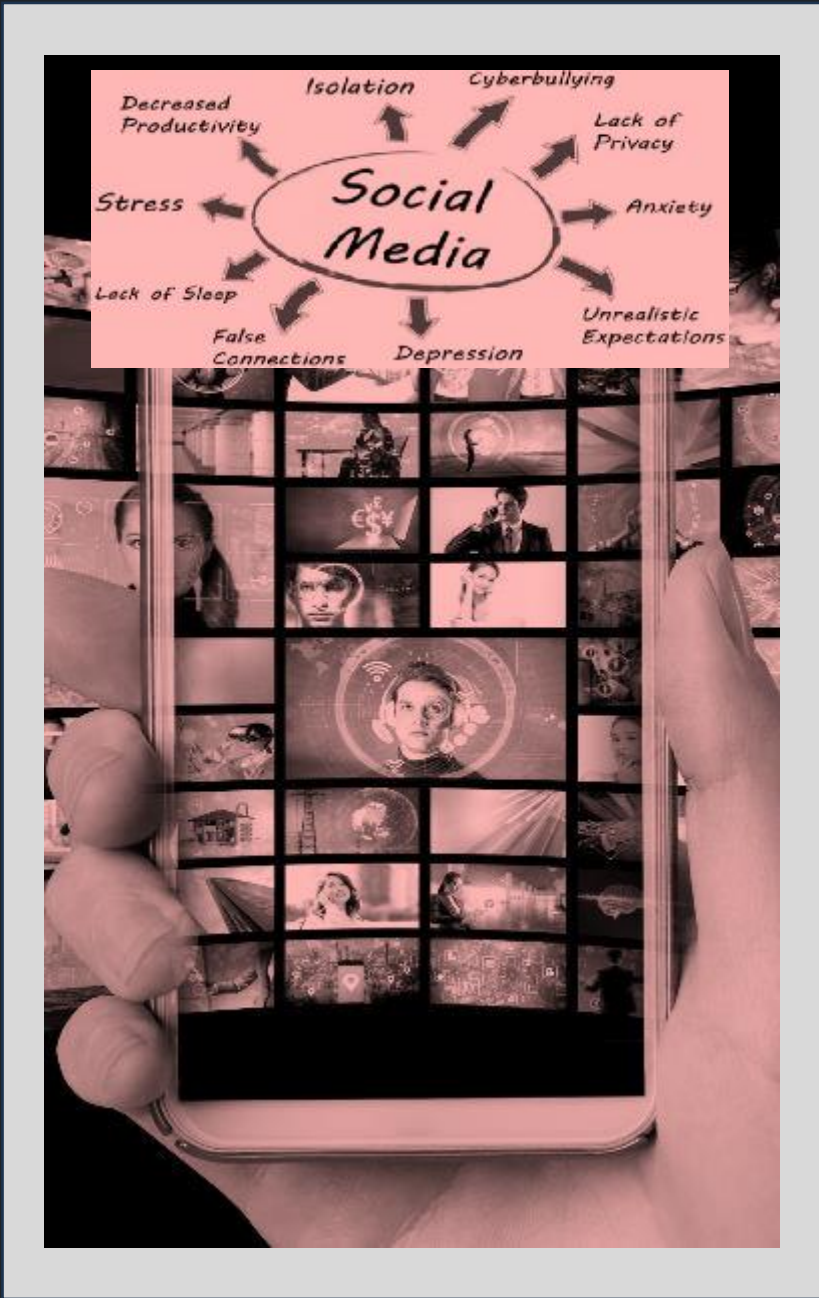
Project based learning



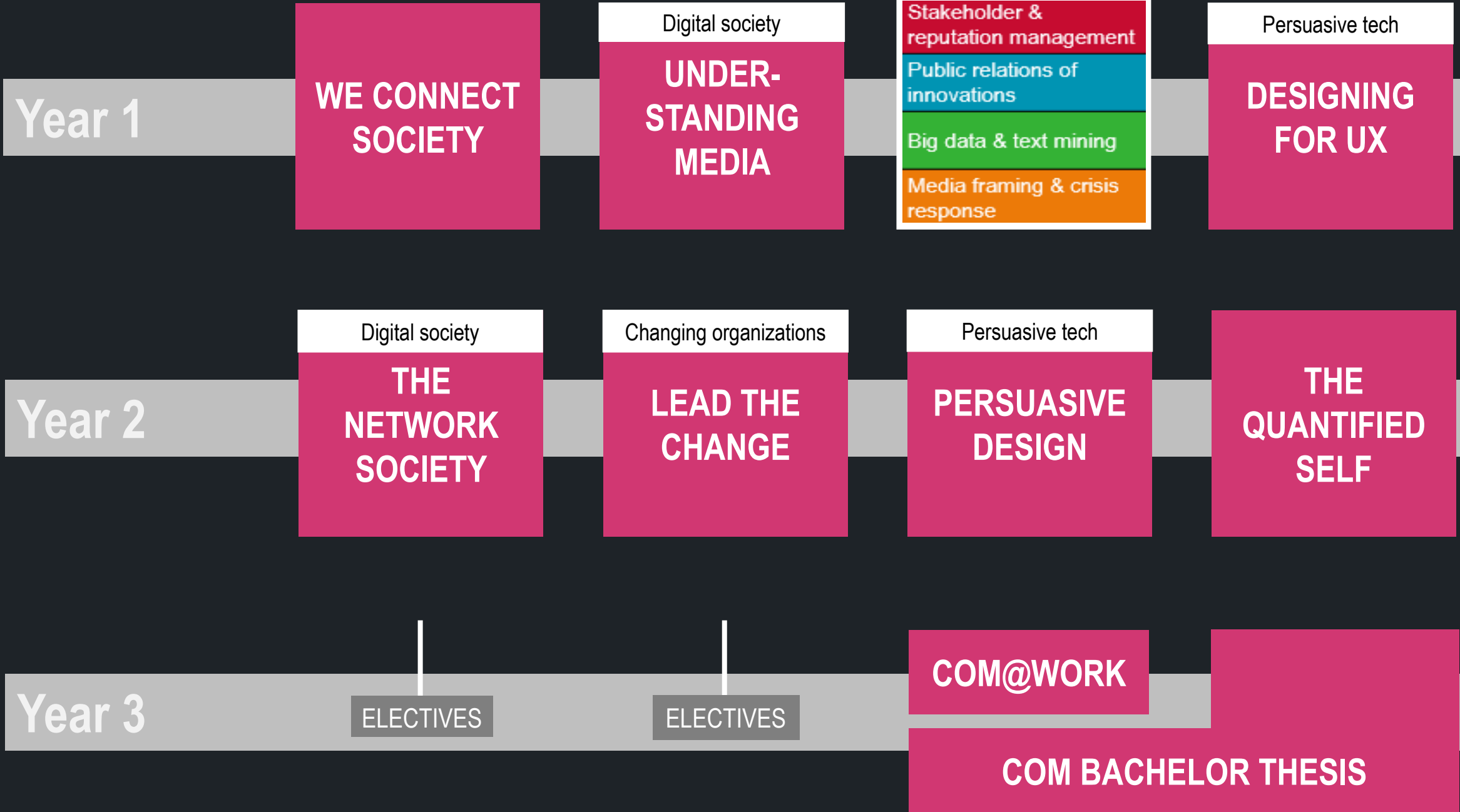
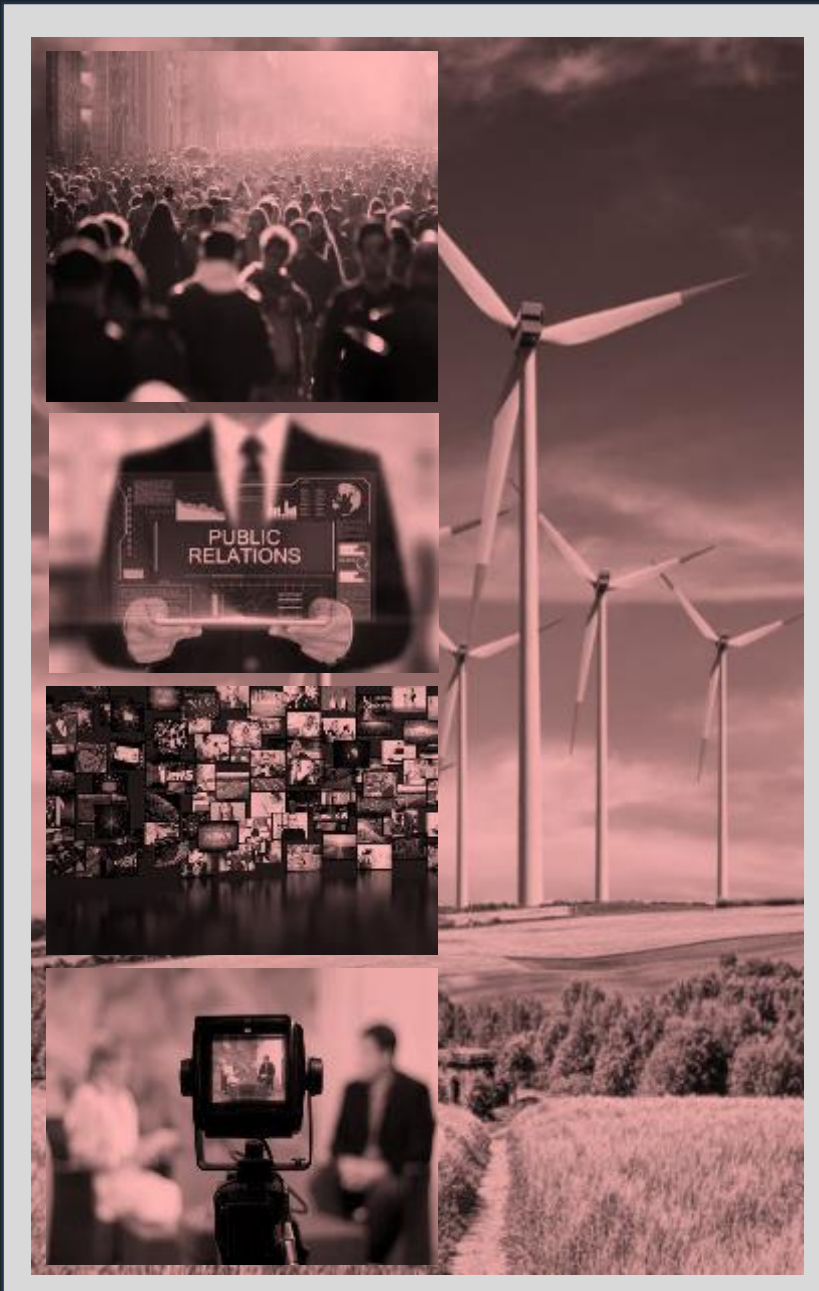
PROGRAMME OVERVIEW



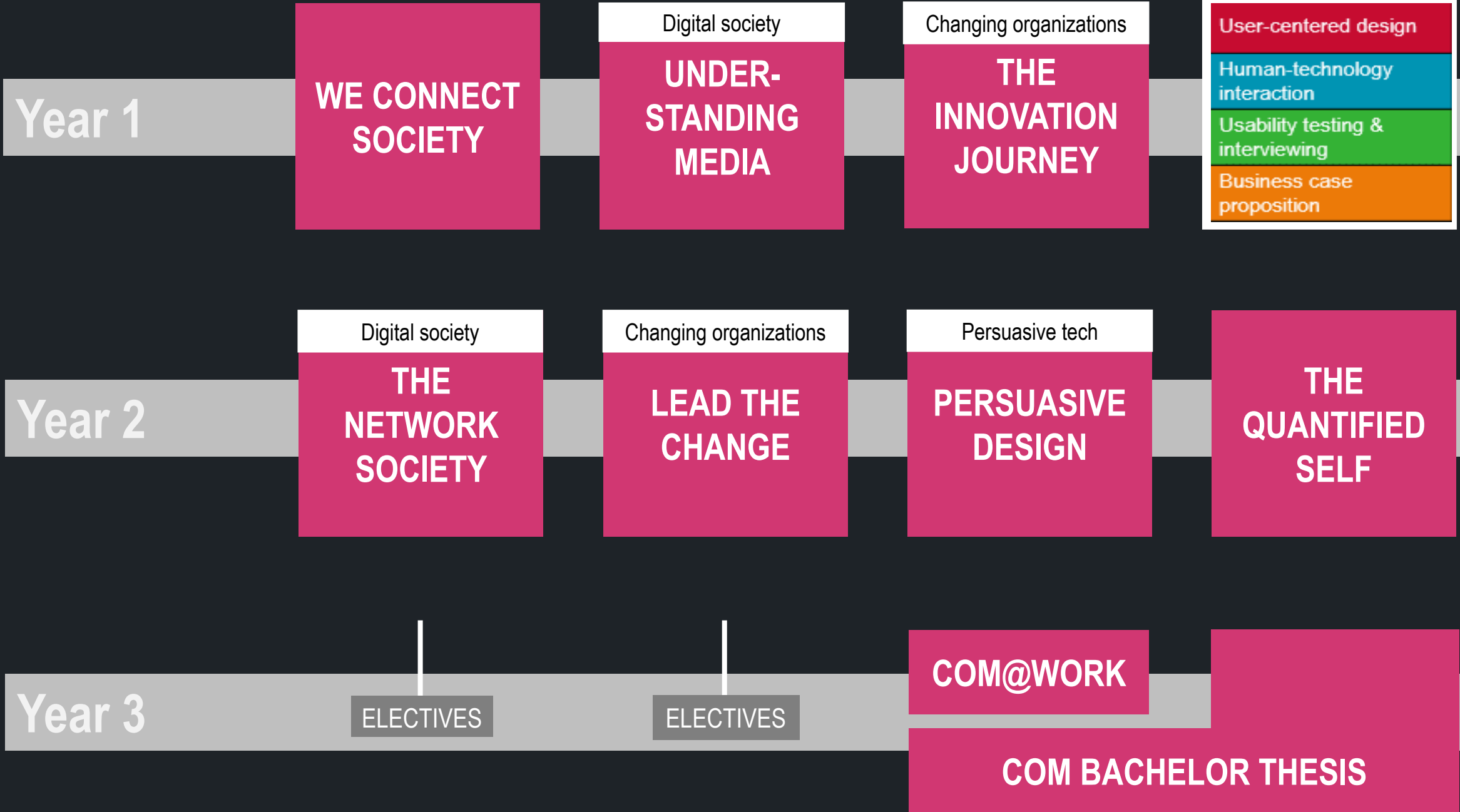
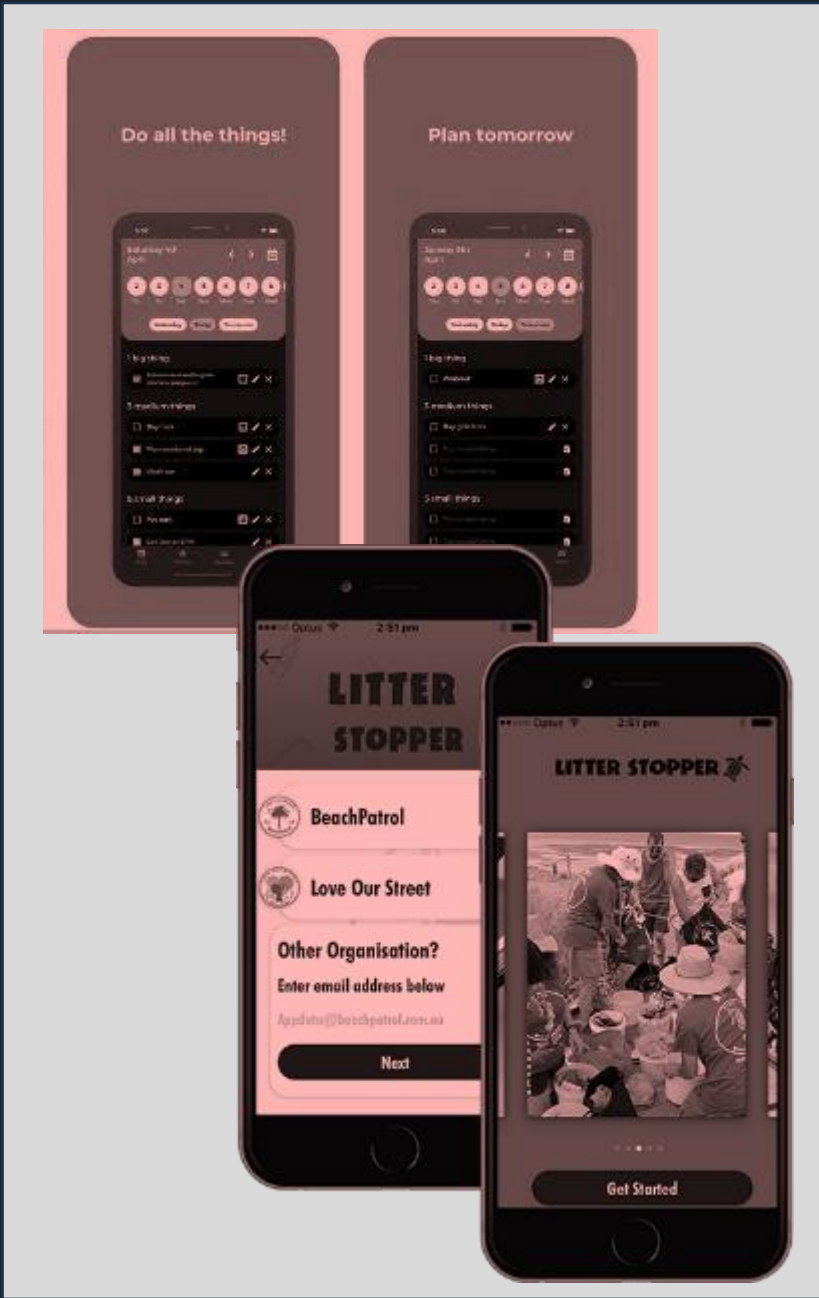
PROGRAMME OVERVIEW



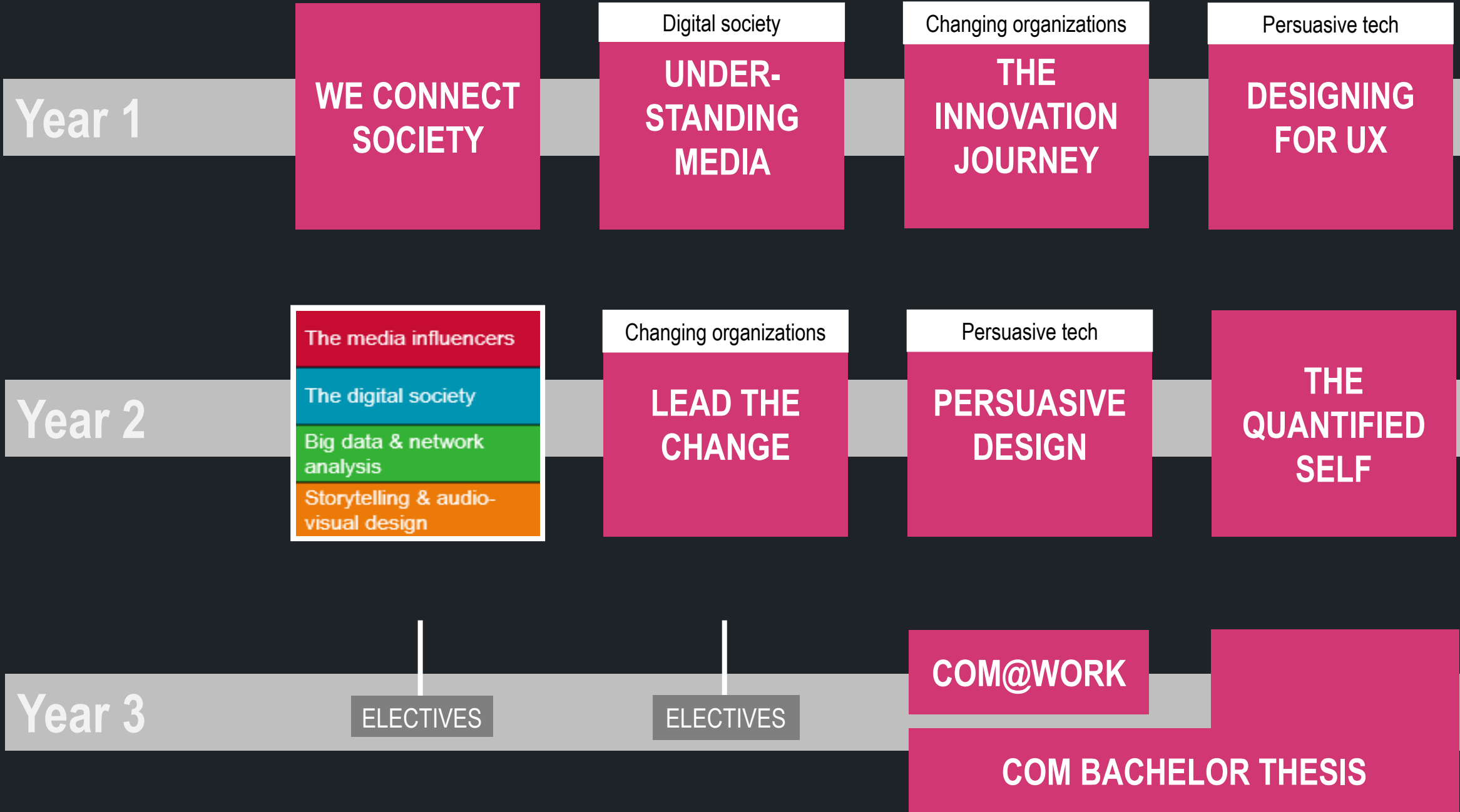
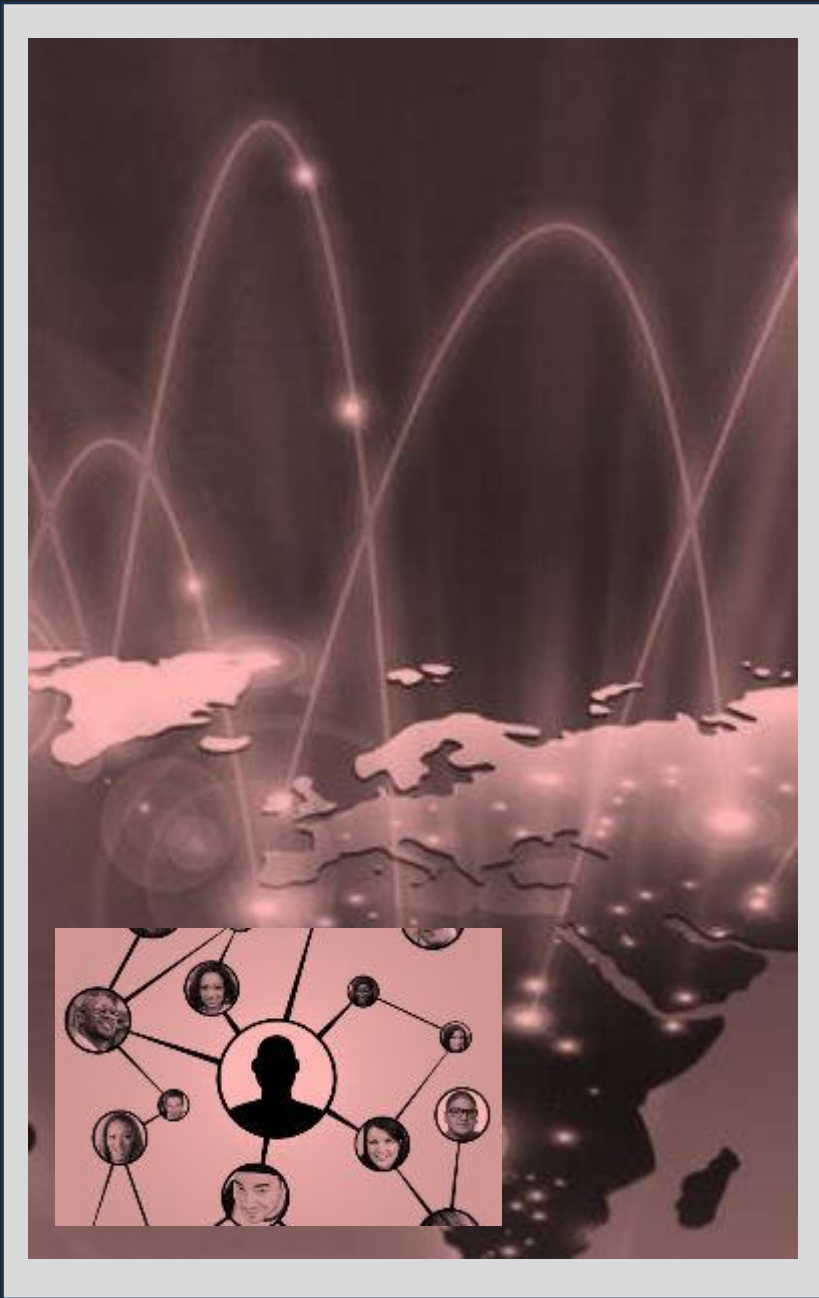
PROGRAMME OVERVIEW



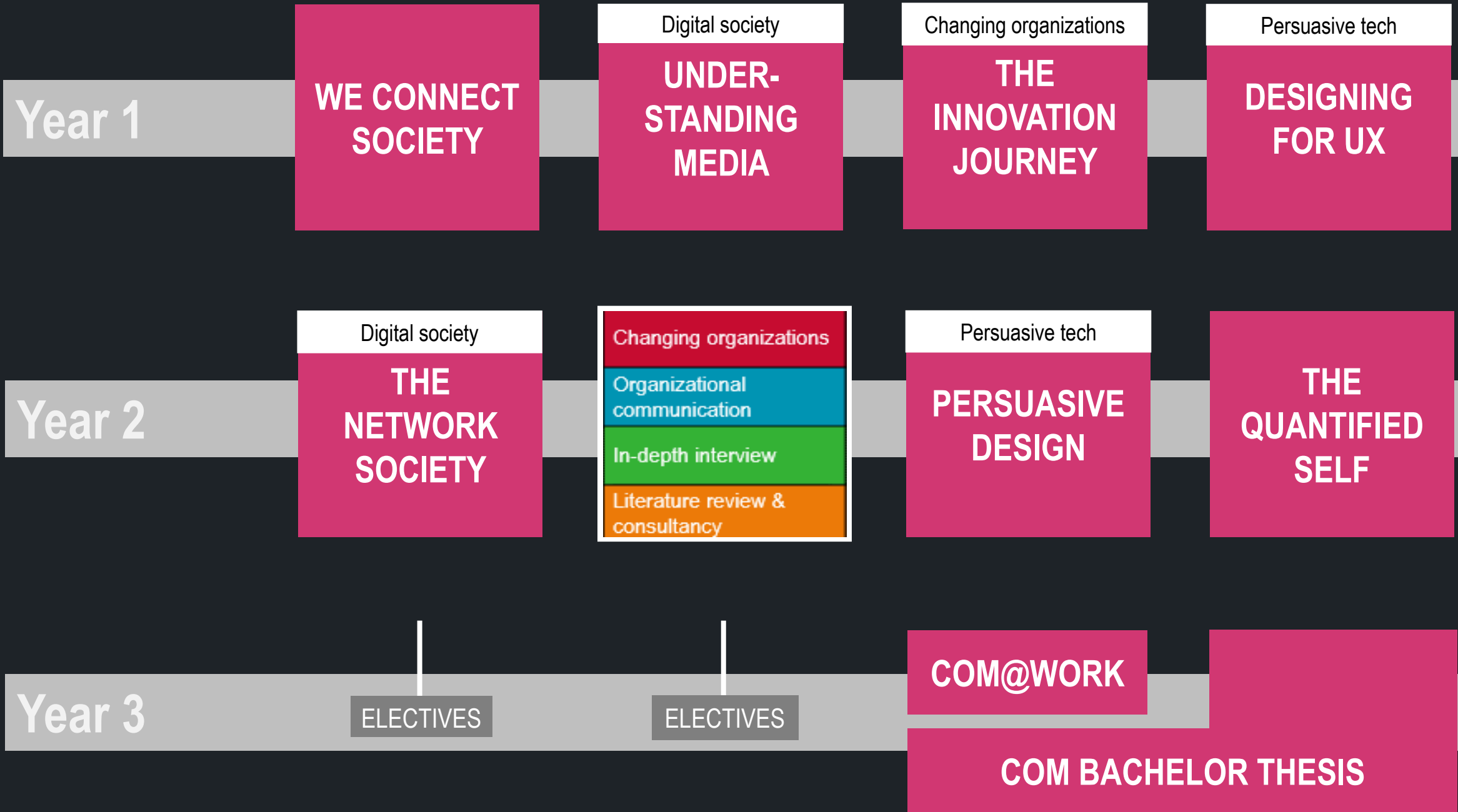
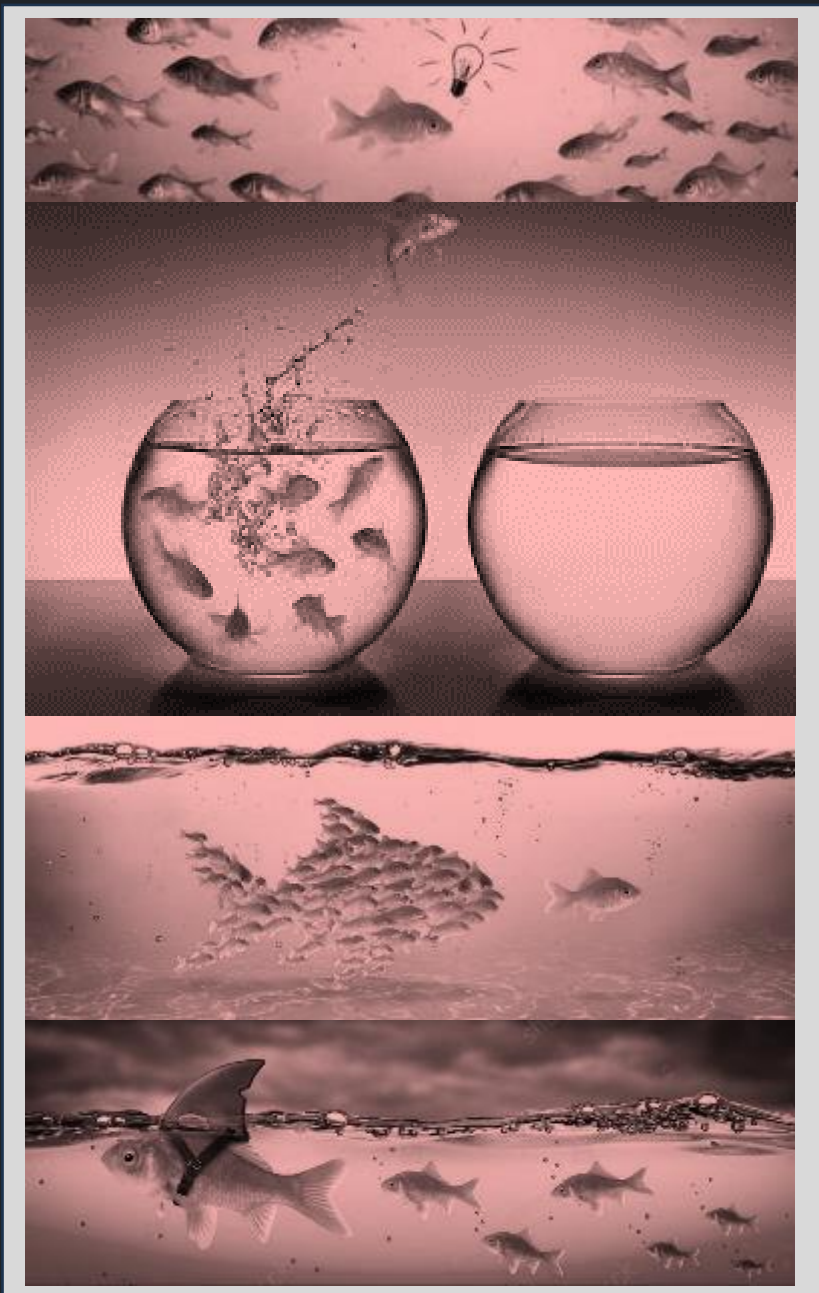
PROGRAMME OVERVIEW



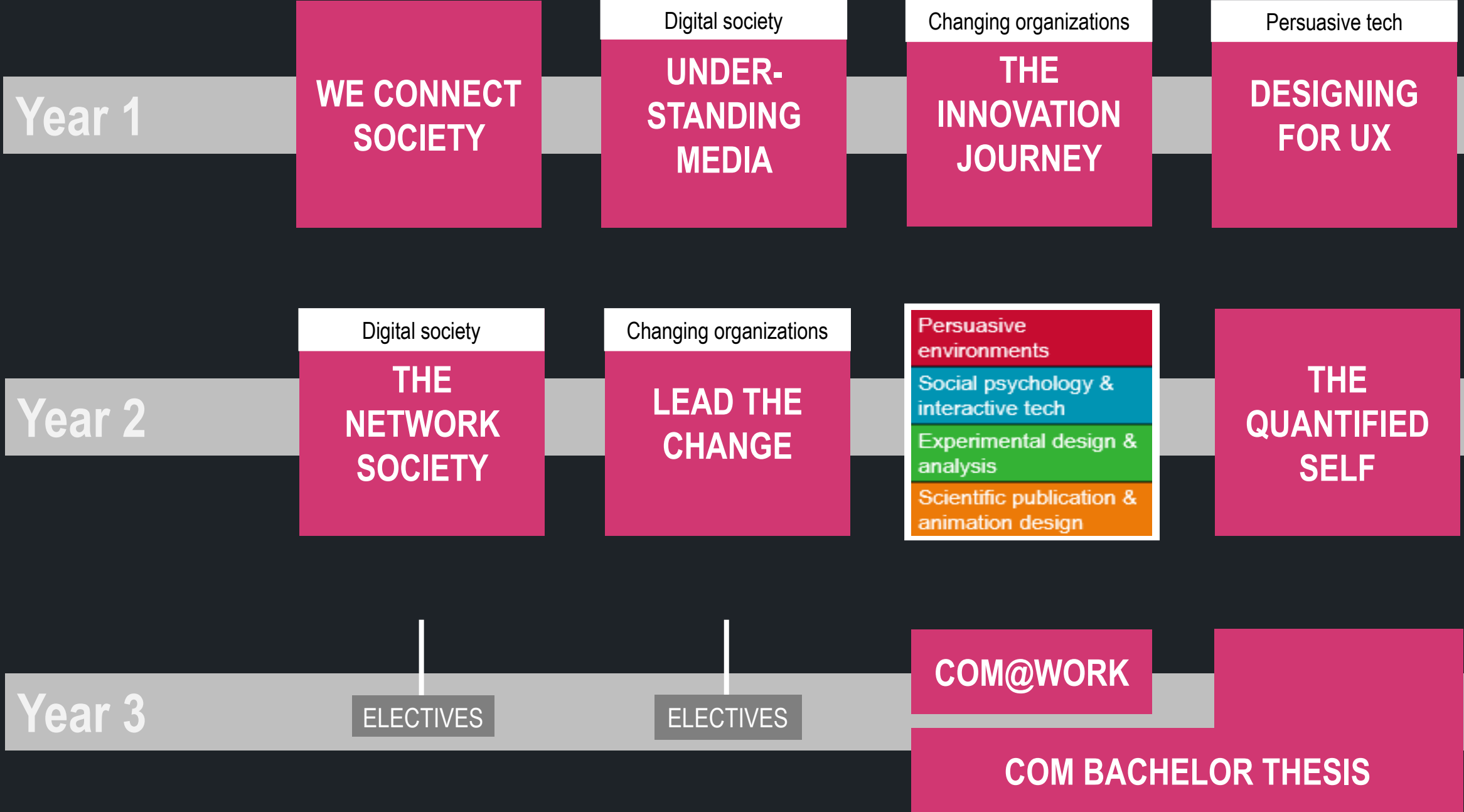
PROGRAMME OVERVIEW



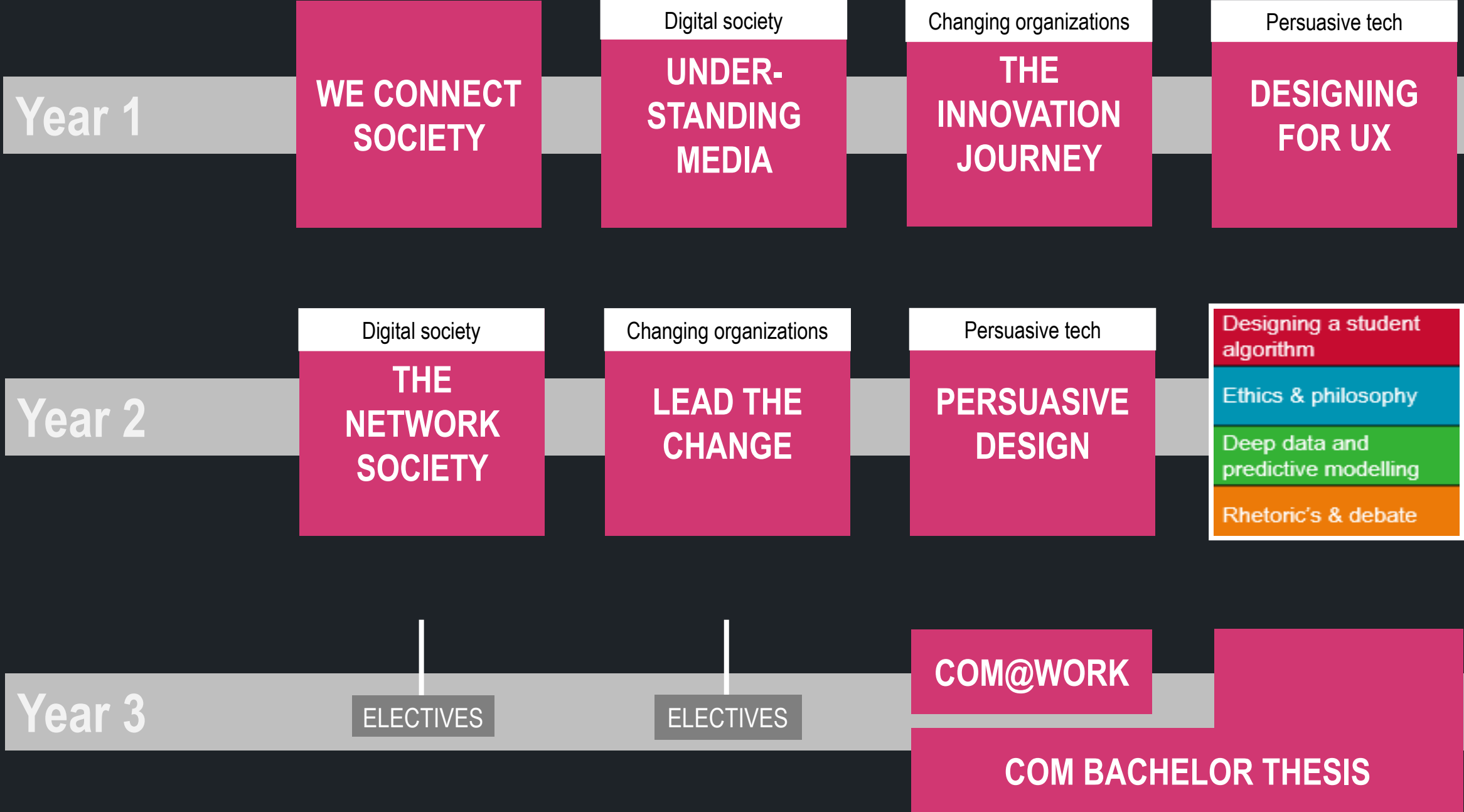
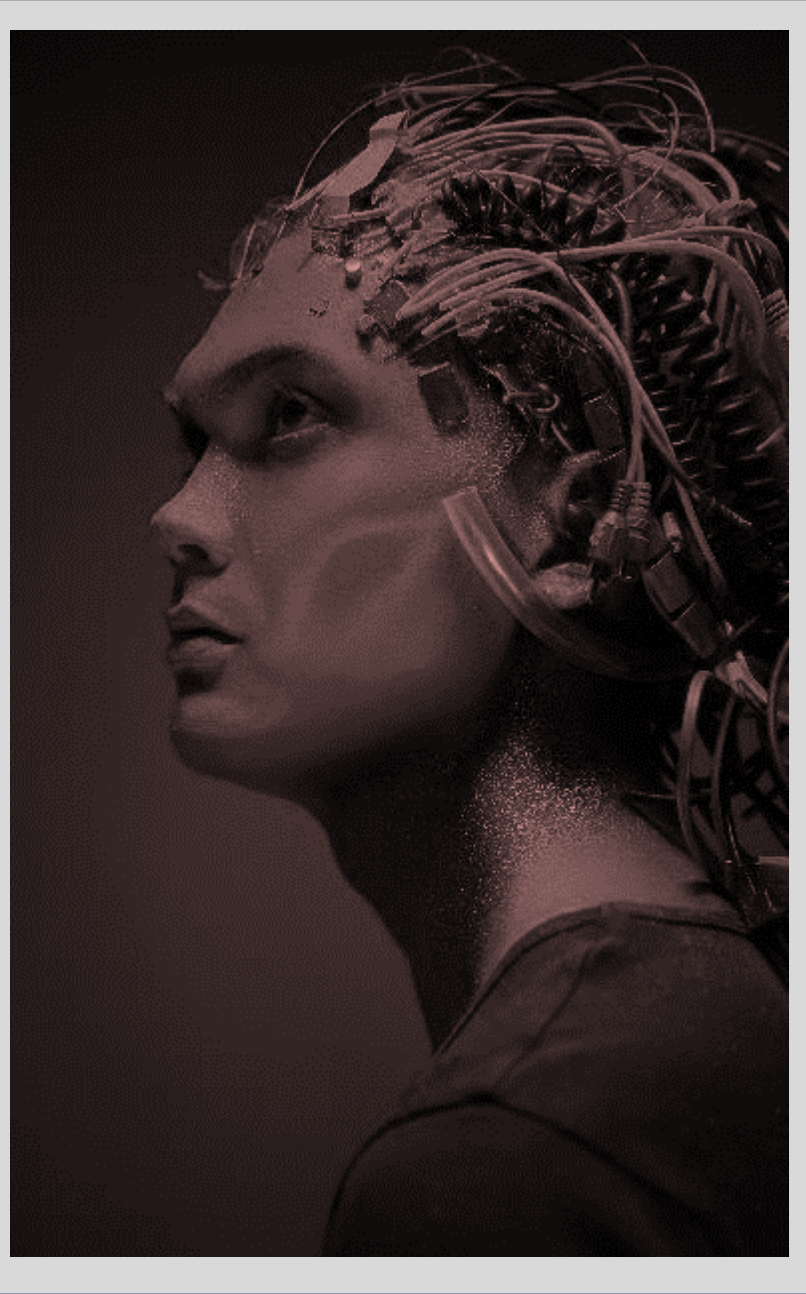
PROGRAMME OVERVIEW



PROGRAMME OVERVIEW



PROGRAMME OVERVIEW



PROGRAMME OVERVIEW



Year 1

WE CONNECT SOCIETY

Digital society
**UNDER-
STANDING
MEDIA**

Changing organizations
**THE
INNOVATION
JOURNEY**

Persuasive tech
**DESIGNING
FOR UX**

Year 2

Digital society
**THE
NETWORK
SOCIETY**

Changing organizations
**LEAD THE
CHANGE**

Persuasive tech
**PERSUASIVE
DESIGN**

**THE
QUANTIFIED
SELF**

Year 3

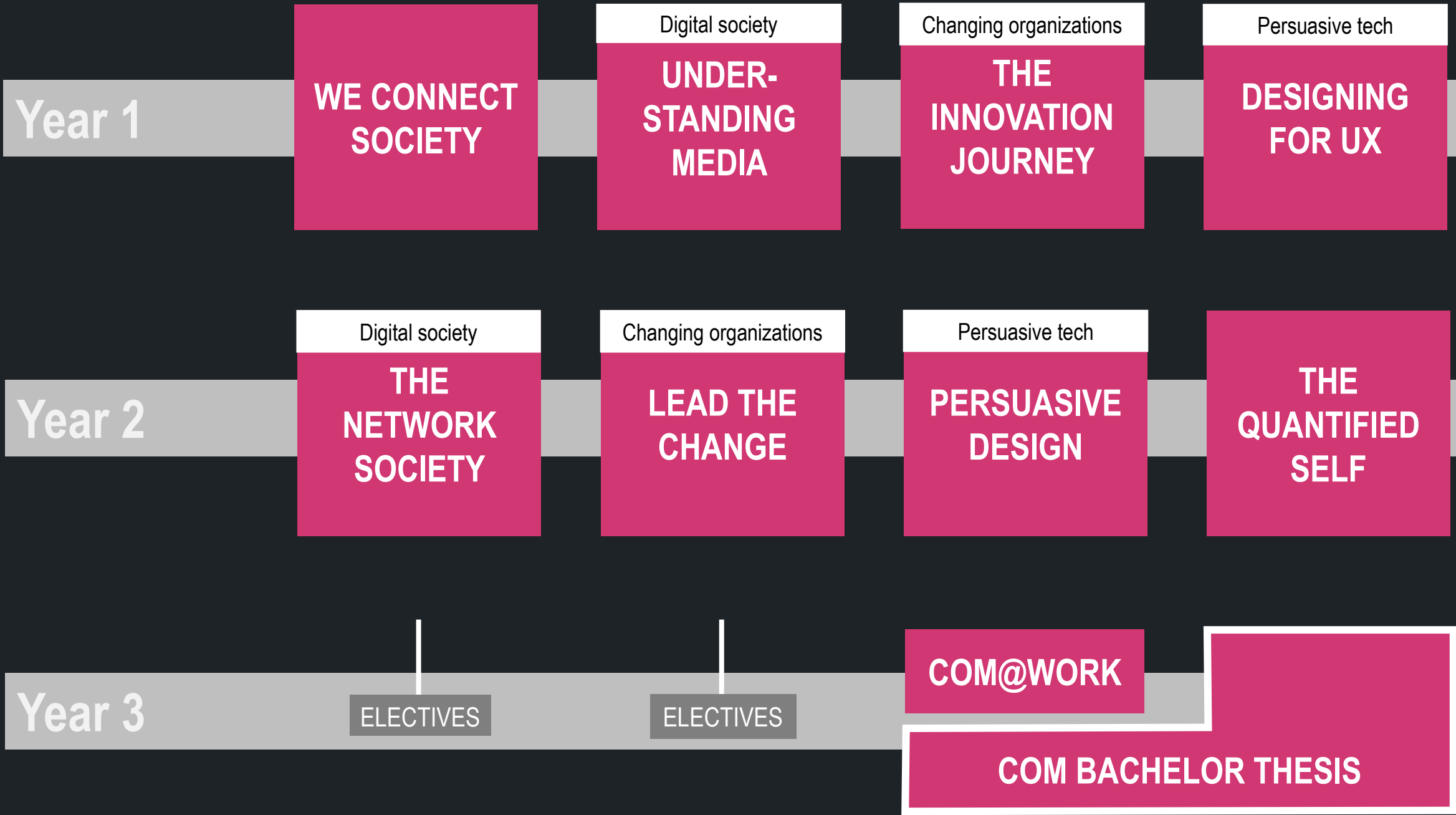
ELECTIVES

ELECTIVES

COM@WORK

COM BACHELOR THESIS

PROGRAMME OVERVIEW



Elective space

Minor @UT

HTHT minors

Minor @ another university

Premaster

Internship



After your bachelor

BACHELOR

SOCIAL MARKETING & BEHAVIOURAL CHANGE

STRATEGIC ORGANIZATIONAL COMMUNICATION

SOCIETY, MEDIA & TECHNOLOGY

OTHER MASTER

Critical reflections on communication science

Societal challenges

Visual communication and corporate branding strategies

Consumer psychology, marketing, and behavioural change

Data driven design for strategic communication

Positive organizing

Social change dilemmas

The public discourse: stakes and stakeholders

The future of work

Behaviour and technology: an interdisciplinary approach

The post-truth society: power, polarization, and participation

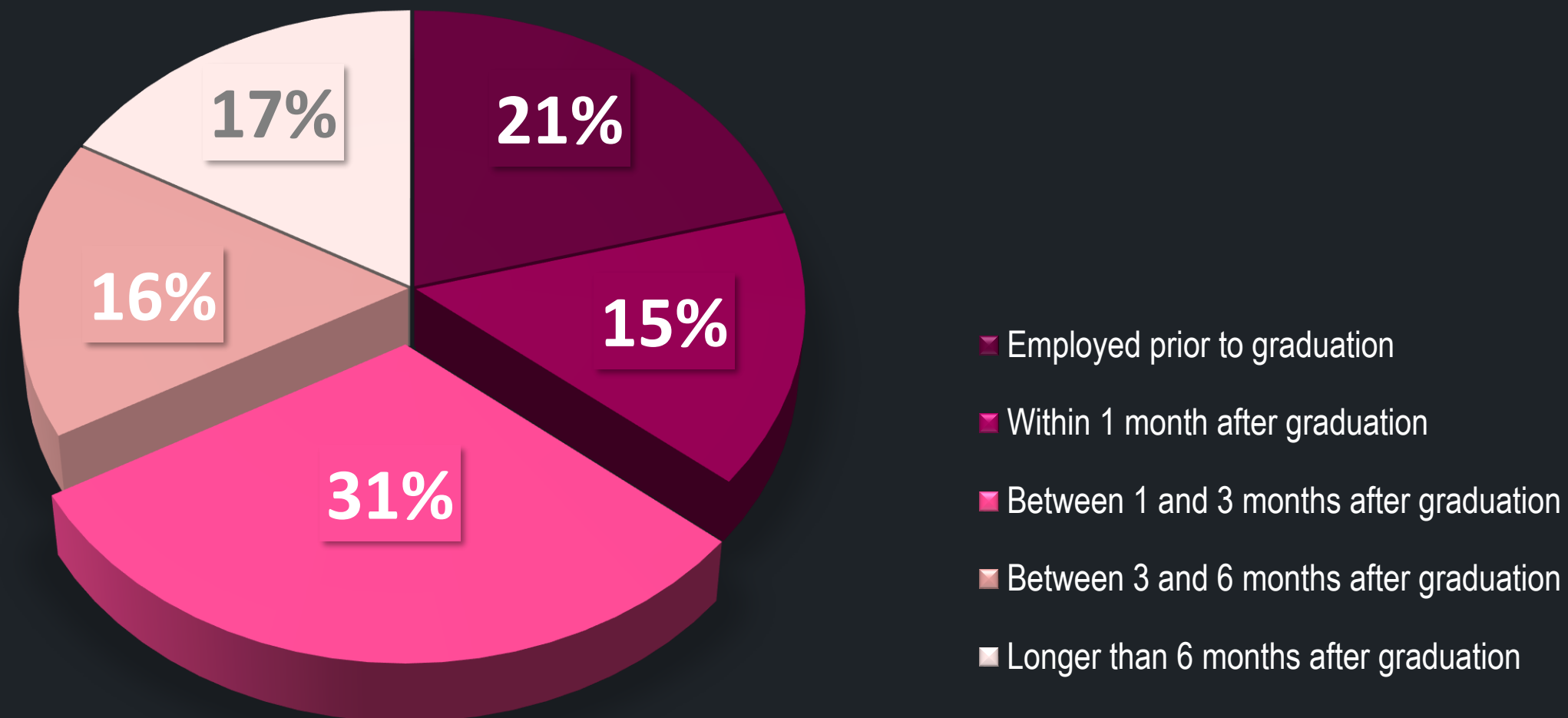
Digital life and culture

COM research lab

Master thesis

Labour market

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



Labour market

Digital society

Technical communicator

PhD candidate

Social media manager

Online marketer

Media designer

Digital transformation specialist

Big data analyst

Changing organizations

Corporate communications Senior consultant
Innovation coach

Communications advisor

Business developer

Corporate social responsibility advisor

PR officer/ coordinator

Communication employee

Account manager

Crisis and risk manager

Change communication expert

Persuasive tech

Sustainability advisor Marketing manager

Marketing- and communication specialist

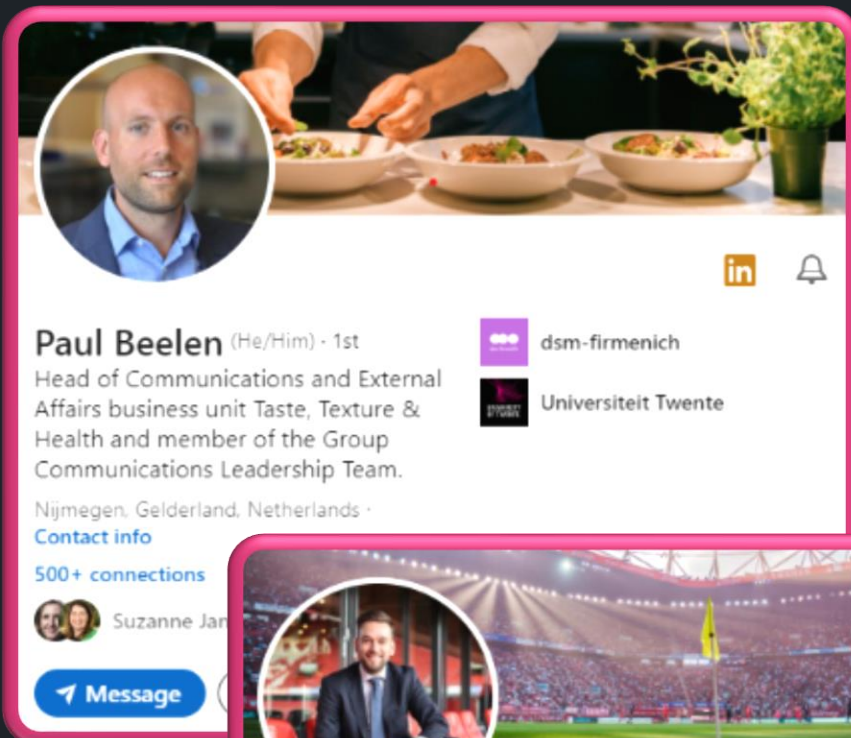
Digital marketing and sales

Management advisor E-commerce specialist

SEA/SEO specialist

User experience designer

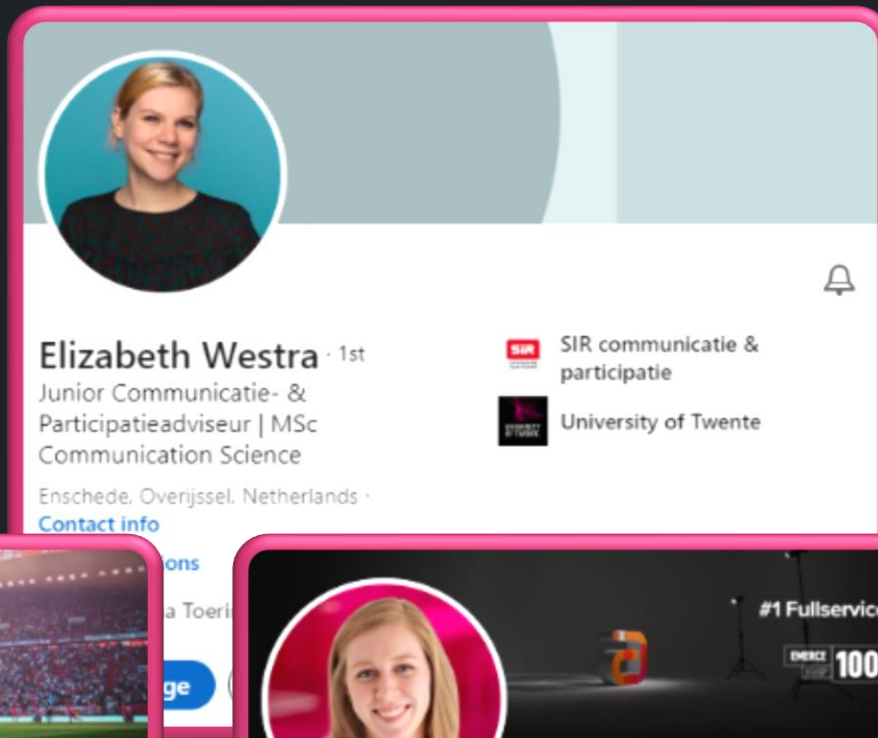
Career opportunities



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...

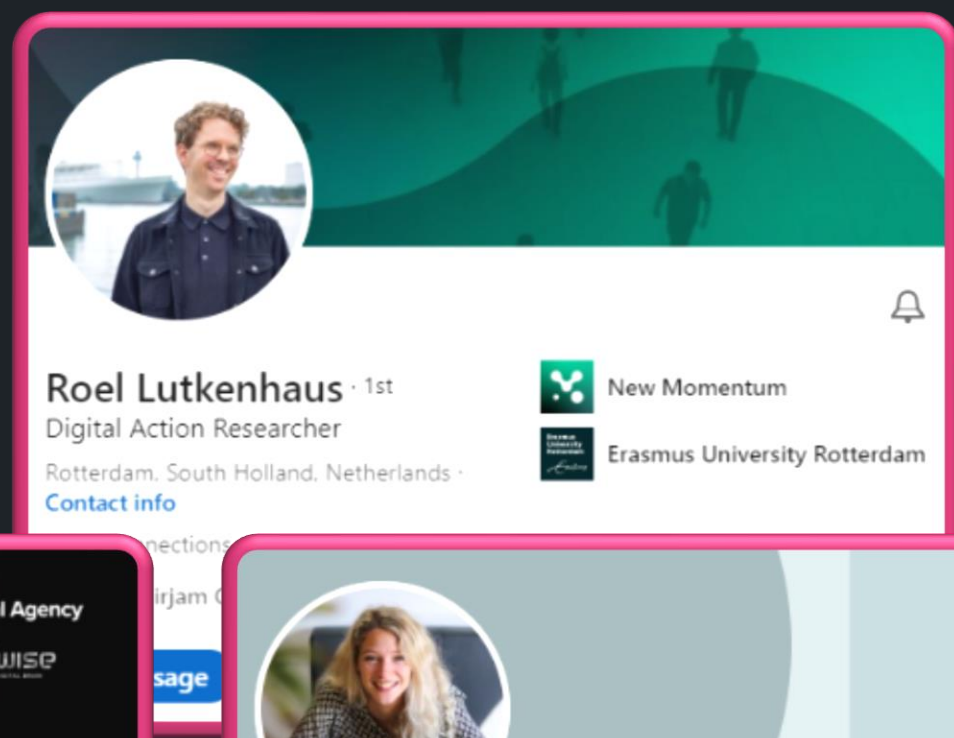
[Message](#)

dsm-firmenich
Universiteit Twente



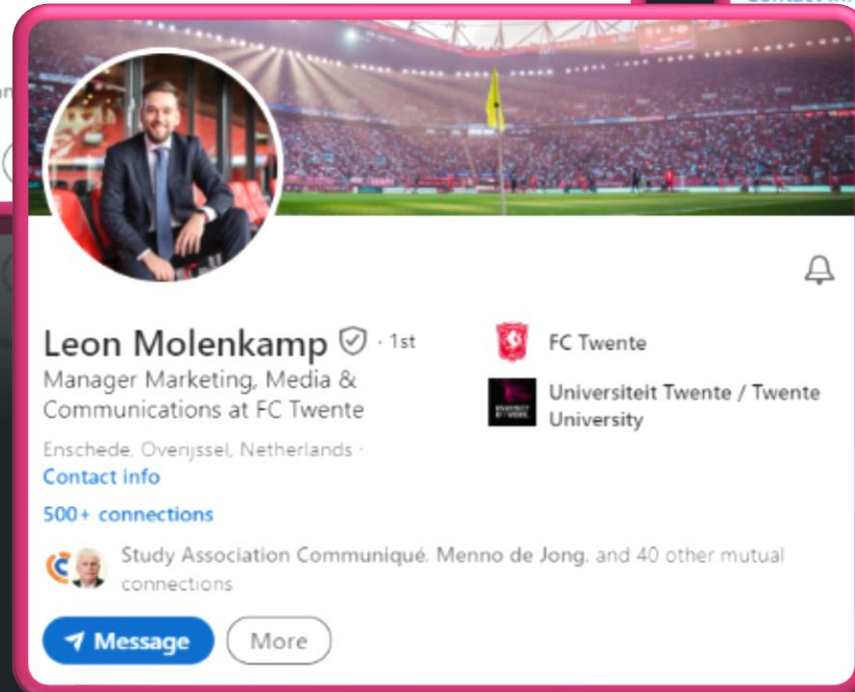
Elizabeth Westra · 1st
Junior Communicatie- & Participatieadviseur | MSc Communication Science
Enschede, Overijssel, Netherlands · [Contact info](#)

SIR communicatie & participatie
University of Twente



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

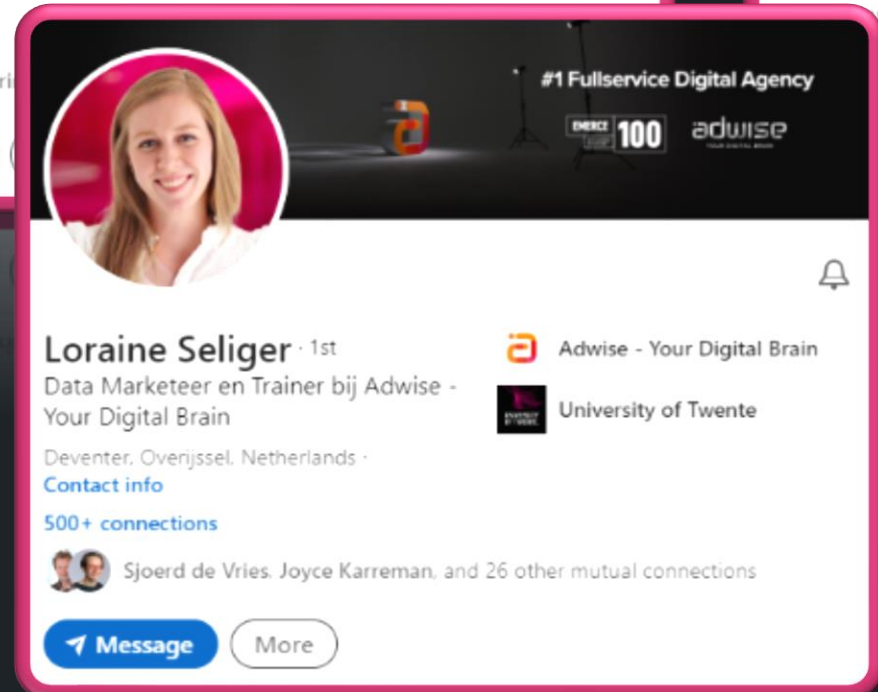
New Momentum
Erasmus University Rotterdam



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](#)

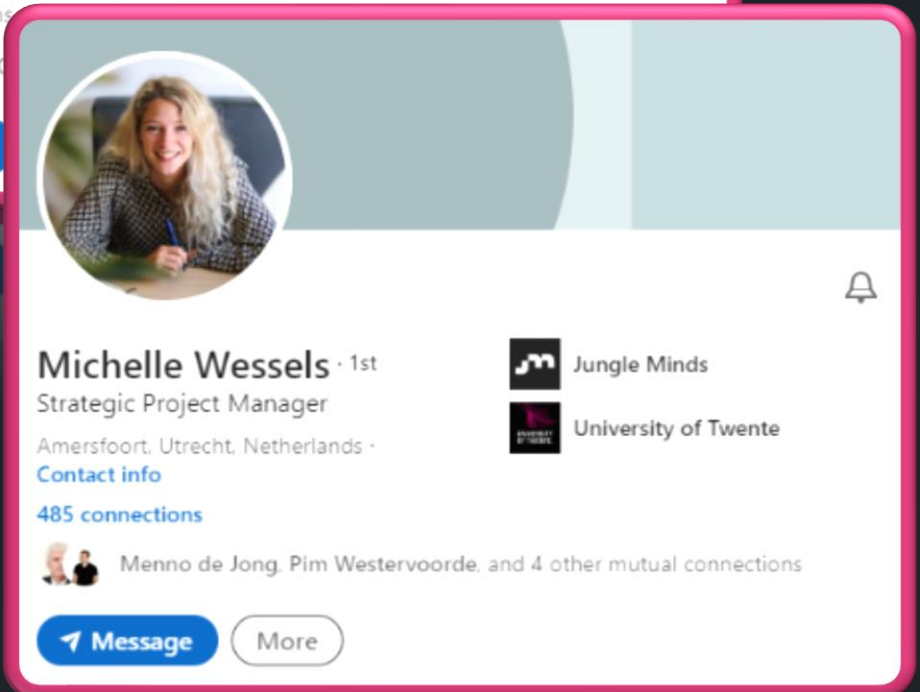
FC Twente
Universiteit Twente / Twente University



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

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

- 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 FRAUKE

21 years old

Comes from Arnhem

Lives at city centre of Enschede

UNIVERSITY
OF TWENTE.

Student life

Study association Communiqué



Student life

City of Enschede

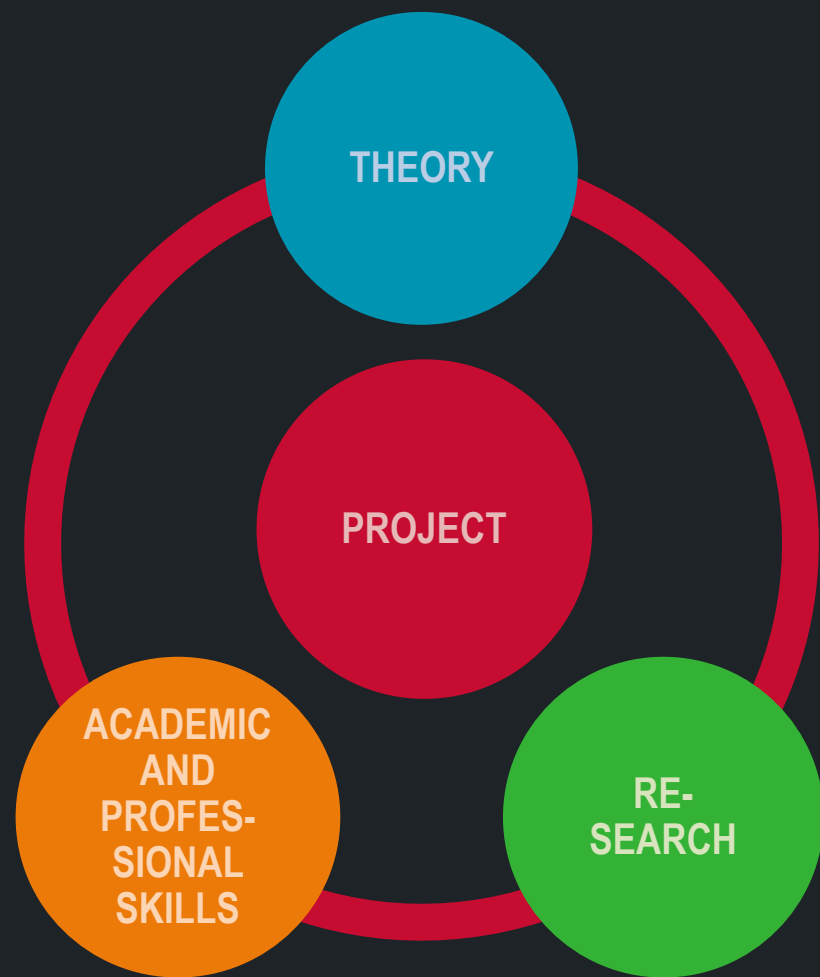


Student life

NL's first real campus



Take away #1

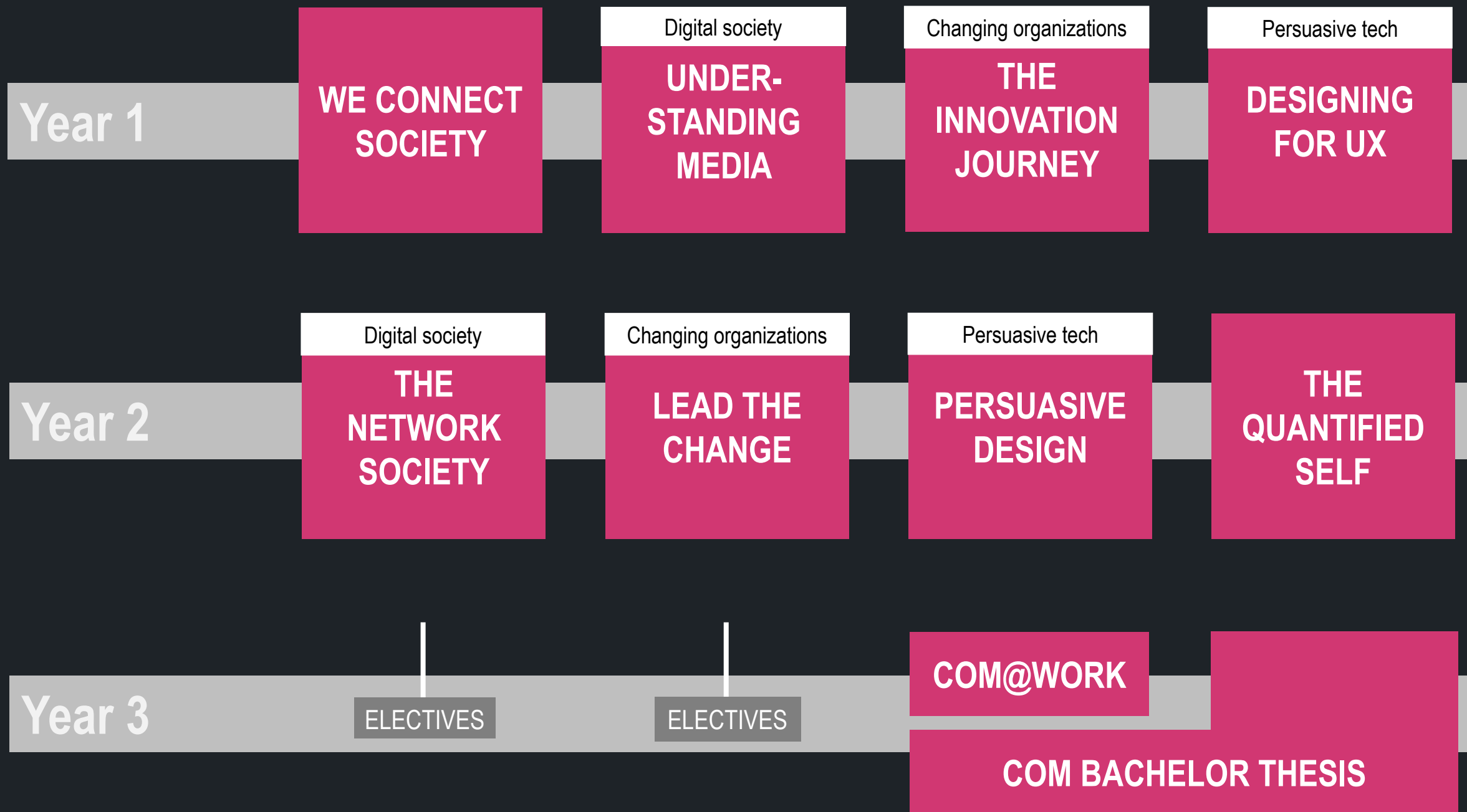


Twente Education Model

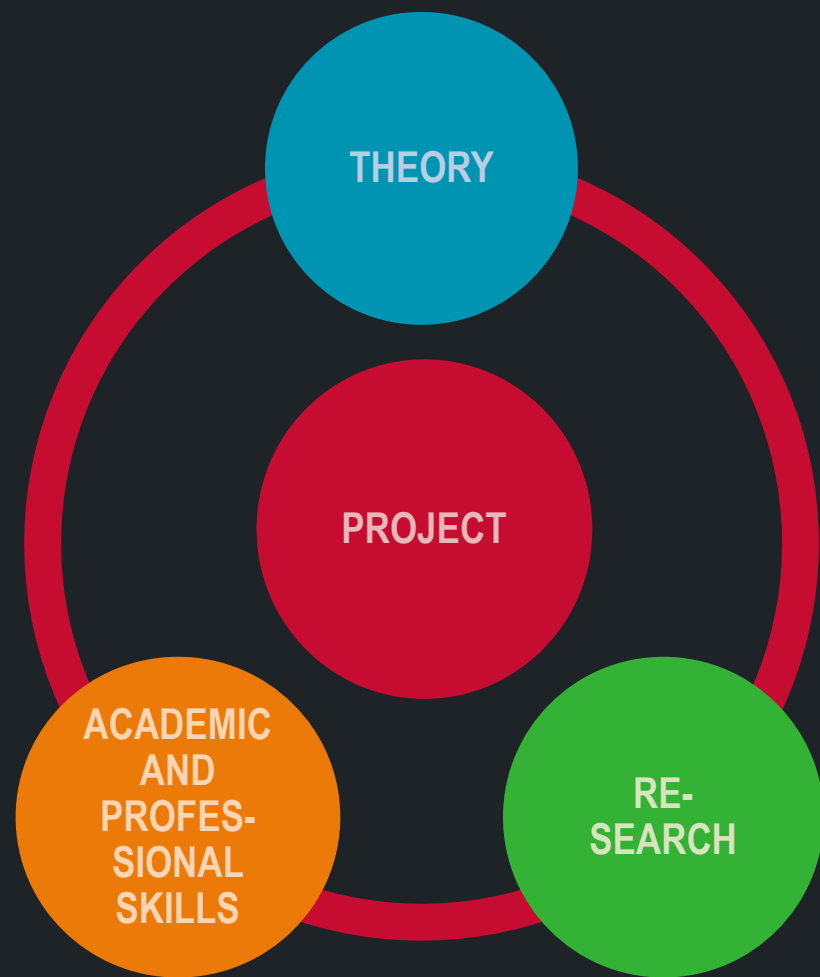
4 modules per year (4x15EC)

4 study units per module

Project based learning



Take away #2

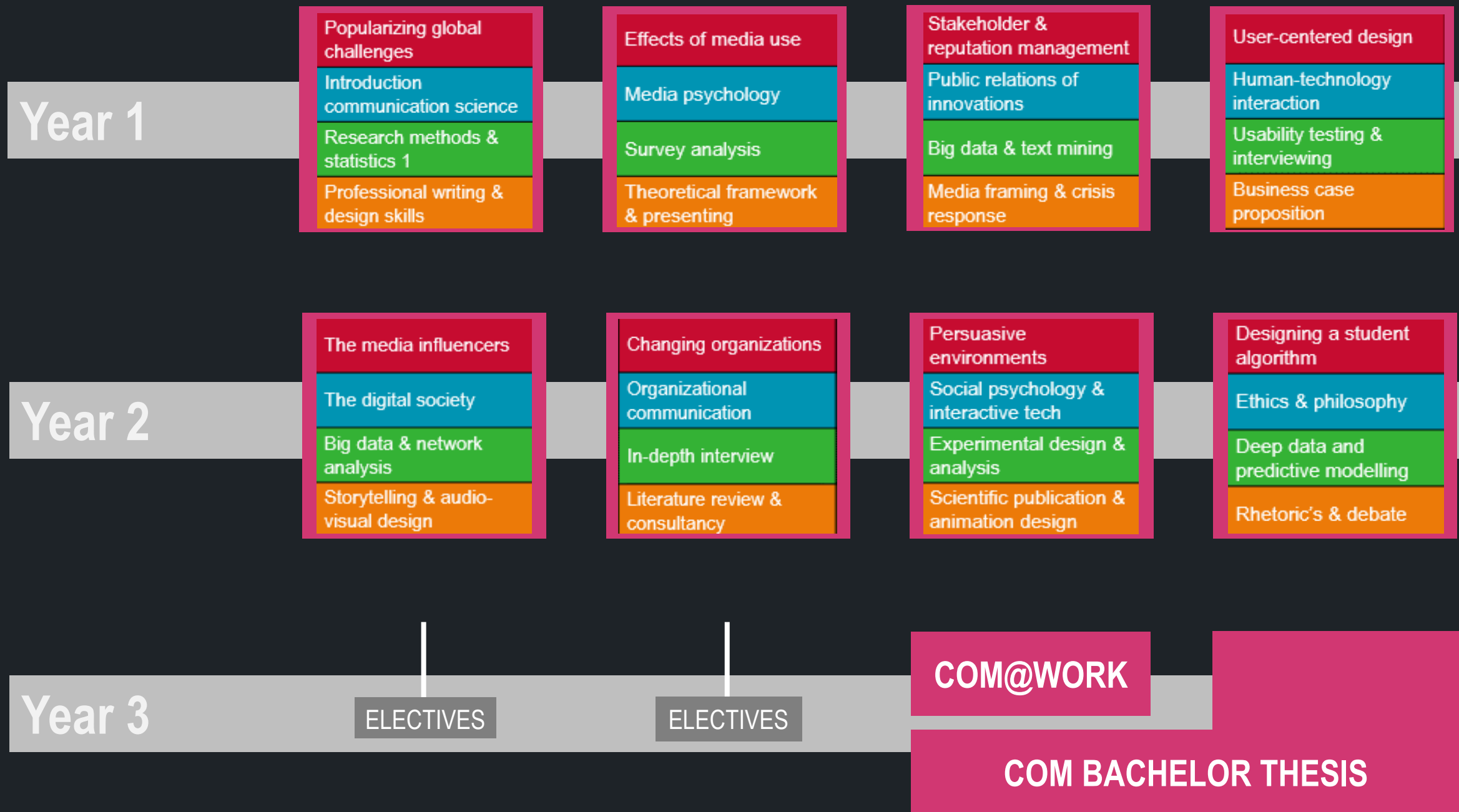


Twente Education Model

4 modules per year (4x15EC)

4 study units per module

Project based learning



Take away #3



COMMUNICATION SCIENCE

BACHELOR COMMUNICATION SCIENCE



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- Changing organisations
- Persuasive tech

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- Digital and social media analysis
- Event management
- Market research and big data analytics
- Government and public affairs
- Crisis and risk communication

UP NEXT: BMS LAB TOUR / PARENTS MEETING

FOLLOW US ON
SOCIAL MEDIA



UTWENTE_COM