

Version 17-08-2018

Programme-specific appendix to the EER 2018–2019

Master of Science programme

Communication Studies (MSc COM)

Appendices Student Charter MSc programme Communication Studies (COM) 2018–2019

Appendix 1.	Structure and content of the Master's programme COM	3
Appendix 2.	Aims and final attainment targets Master's programme COM	10
Appendix 3.	Examination and exams pre-master's and Master's programme COM	12
Appendix 4.	General information	14
Appendix 5.	Transitional arrangements	17
Appendix 6.	Additional subjects	19

Appendix 1. Structure and content of the Master's programme COM

1a1. Composition of the pre-master's programme Communication Studies

In order to start the master's programme some students first need to take a (part of the) pre-master's programme to bring the knowledge and skills up to the required level. For students who are admitted to this programme (see article 4b Education and Examination Regulations) the programme consists of six obligatory courses. The obligatory courses prepare a student for applied, design and evaluation-oriented scientific reasoning and research during his/her master's programme Communication Studies. The pre-master's programme is only offered in a full-time mode and takes half a year on the basis of a 40-hour study week. The pre-master's programme starts in September or February.

Table 1 and table 2 show the units of study (courses) making up the pre-master's programme Communication Studies and the study load in EC (1 EC = 28 hours) per unit of study. The periods in which these units of study are offered are marked by block 1A, block 1B, block 2A and block 2B. The final two columns designate the examiner of the unit of study and the mode of examination.

Table 1 Curriculum pre-master's programme Communication Studies (September)

Course code	Course name	Study load in EC	Block	Examiner	Mode of examination
201300063	Research Methodology and Descriptive Statistics	5	1A	Dr. R.G. Koçer	Exam and assignment
201400328	Academic Writing Premaster COM	5	1A	Dr. A. Beldad	Assignment
192470410	Communication Science	5	1A	Dr. R.S. Jacobs	Exam and assignments
201300064	Inferential Statistics	5	1B	Dr. H.A. van der Kaap	Exam and assignments
201800356	Qualitative Research Premaster COM	3	1B	Drs. M.H. Tempelman	Exam
201800357	Research Project Pre-master COM	7	1B	Drs. M.H. Tempelman	Project report

Table 2 Curriculum pre-master's programme Communication Studies (February)

Course code	Course name	Study load in EC	Block	Examiner	Mode of examination
201300063	Research Methodology and Descriptive Statistics	5	2A	Dr. R.G. Koçer	Exam and assignment
201400328	Academic Writing Premaster COM	5	2A	Dr. A. Beldad	Assignment
192470410	Communication Science	5	2A	Dr. R.S. Jacobs	Exam and assignments
201300064	Inferential Statistics	5	2B	Dr. H.A. van der Kaap	Exam and assignments
201800356	Qualitative Research Premaster COM	3	2B	Drs. M.H. Tempelman	Exam
201800357	Research Project Pre-master COM	7	2B	Drs. M.H. Tempelman	Project report

Students only may start with the course Research Project Pre-master COM (201800357) when the prerequisites are met (see table 3).

Table 3 Prerequisites pre-master's programme Communication Studies

Course code	Course name	Prerequisites
201800357	Research Project Pre-master COM	Obligatory prior knowledge: Communication Science (at least grade 5), Research Methodology and Descriptive Statistics (at least grade 5), Academic Writing Pre-master COM (at least grade 6)

All pre-Master's units of study (to be decided by the Master's programme Admission Committee) must be successfully completed before one can formally begin the Master's programme.

Binding recommendation (Study Advice)

The maximum registration period for completing the pre-master's programme is one (1) year. During this period a student has two (2) opportunities to pass/take an test/exam. If he/she has failed to pass the second time, he/she will receive a negative and binding study-advice. The student consequently will be excluded from the pre-master's programme Communication Studies and may not enter the master's programme Communication Studies.

Additionally a student will not be admitted to the pre-master's programme Communication Studies in case he/she has, within the framework of another University of Twente pre-master's programme, already reached the maximum of two (2) opportunities to pass/take an exam of the following units of study (201300063, 201300064, 201200093 and 192412240).

1a2. Composition of the Master's programme Communication Studies

Table 3 to 8 show the units of study (courses) making up the Master's programme Communication Studies and the study load in EC (1 EC = 28 hours) per unit of study. The periods in which these units of study are offered are marked by block 1A, block 1B, block 2A and block 2B. The final two columns designate the examiner of the unit of study and the mode of examination.

Article 4.1.4 EER states that exam results are expressed in a whole mark from 1 to 10. For the master's programme Communication Studies the following applies:

1. If a test has been completed (passes with 5.5 or 6) this grade is final. If a student likes to upgrade his mark grade (due to exceptional circumstances) he must have a written confirmation of the examination board.
2. If the quality of a test (assignment) is not sufficient (5.49 or less) the student cannot score a higher grade than 6 at the second attempt. This also applies if the student did not hand in an assignment at the first deadline.

Before starting with the master's programme Communication Studies the student has to choose between one out of four specializations:

1. Organizational Communication & Reputation
2. Technology & Communication
3. Marketing Communication & Design
4. Digital Marketing Communication

Structure of the study programme

The generic study programme (table 4) is as follows:

1. The core courses Essentials in Communication Science (5 EC), Societal Challenges (5 EC) and Research Topics (5 EC). These core courses are offered twice a year (i.e. each semester). Students are obliged to start the Master's programme in their first quarter with the Essentials course and they have to take the Research Topics course in their second quarter. Students who started with the master's programme before academic year 2018/2019 are not obliged to take the course Societal Challenges. However, they can take this course as an elective course.
2. At least two from the six specialization courses (minimum of 10 EC; see table 5, 6, 7, and 8). These specialization courses are offered at least once a year.
3. Two (or more) elective courses (10 EC):
 - a. from the chosen specialization of the master's programme Communication Studies (see table 5, 6, 7 or 8);
 - b. from another specialization of the master's programme Communication Studies (see table 9);
 - c. from another Master's programme at the University of Twente. If students choose courses from another Master's programme this has to be approved beforehand by the programme's Examination Board (MSc COM) and the programme director from the other Master's programme;
 - d. a Master's Internship Communication Science (10 EC). Students may start the internship when they have taken the test(s)/exam(s) of Essentials in Communication Science and Societal Challenges. Students who started with the master's programme before academic year 2018/2019 are not allowed to do an internship.
4. Master thesis Communication Science (25 EC). Students are allowed to start the master thesis Communication Science if they have completed successfully 15 EC, among which the core course Essentials in Communication Science and they should have taken the exam in the core course Research Topics. Students who started with the master's programme before academic year 2018/2019 are obliged to take the master thesis Communication Studies (192491009) (30 EC).

Table 4 Core courses Master's programme Communication Studies

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
201800090	Essentials in Communication Science	Dr. J. Karreman	1A / 2A	5	Exam and assignment(s)
201800092	Societal Challenges	Dr. T.J.L. van Rompay	1A / 2A	5	Assignment(s)
201800091	Research Topics	Supervisor assigned by the coordinator drs. M.H. Tempelman	1B / 2B	5	Assignment and Pitch
201800100	Master Thesis Communication Science	First supervisor and second assessor (to be assigned by the Master Thesis coordinator)		25	Project report

Table 5 Specialization courses Organizational Communication & Reputation

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
201800093	Networked Business Communication	Dr. J.J. van Hoof	1A	5	Assignment(s)
200900001	Public Affairs	Prof. dr. M.D.T. de Jong, S.R. Jansma MSc	1B	5	Assignment(s)
201800097	Work and Technology	Dr. S. Janssen	1B	5	Assignment
192403650	Reputation Management	Dr. J.F. Gosselt	2A	5	Exam
201500386	Vision, Strategy and Leadership	Dr. H.A. van Vuuren	2B	5	Assignment(s)
201800098	Trust and Risk	Dr. A. Beldad	2B	5	Exam

Table 6 Specialization courses Technology & Communication

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
201800094	Human-Centred Design	Dr. R.S. Jacobs	1A	5	Exam and assignment
201400190	User Support	Dr. J. Karreman	1B / 2B	5	Exam and assignment
201400188	Innovative Digital Public Services	Prof. dr. W.E. Ebbers	1B	5	Exam
201400191	Social Implications of the Internet	Dr. ing. A.J.A.M. van Deursen	2A	5	Assignment(s)
201800098	Trust and Risk	Dr. A. Beldad	2B	5	Exam

Table 7 Specialization courses Marketing Communication & Design

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
201800094	Human-Centred Design	Dr. R.S. Jacobs	1A	5	Exam and assignment
201800101	Advertising and Consumer Psychology	Dr. T.J.L. van Rompay, R. Voorn MSc	1B / 2B	5	Exam
201800095	Design and Service Experience	Dr. M. Galetzka	1B	5	Exam and assignments
192403650	Reputation Management	Dr. J.F. Gosselt	2A	5	Exam
201700008	Design and Behaviour Change ¹	Dr. T.J.L. van Rompay	2B	5	Assignment(s)

¹ The Teaching and Assessment regulations of the Education and Examination Regulations for the Master programme Industrial Design Engineering are applicable.

Table 8 Specialization courses Digital Marketing Communication

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
192350200	E-Strategizing ¹	Dr. A.A.M. Spil	1A	5	Exam and assignment(s)
201200049	Advertising and Consumer Psychology	Dr. T.J.L. van Rompay, R. Voorn MSc	1B	5	Exam
201800096	Advanced Big Data Analytics	Prof. dr. ir. B.P. Veldkamp	1B	5	Exam and assignment(s)
201500080	Advanced Topics in Digital Marketing ¹	Dr. E. Constantinides	2A	5	Assignment(s)
201800101	Advertising and Consumer Psychology	Dr. T.J.L. van Rompay, R. Voorn MSc	2B	5	Exam
201800098	Trust and Risk	Dr. A. Beldad	2B	5	Exam

¹ The Teaching and Assessment regulations of the Education and Examination Regulations for the Master programme Business Administration are applicable.

Table 9 Elective courses Master's programme Communication Studies

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
201800093	Networked Business Communication	Dr. J.J. van Hoof	1A	5	Assignment(s)
201800094	Human-Centred Design	Dr. R.S. Jacobs	1A	5	Exam and assignment
192350200	E-Strategizing ¹	Dr. A.A.M. Spil	1A	5	Exam and assignment(s)
200900001	Public Affairs	Prof. dr. M.D.T. de Jong, S.R. Jansma MSc	1B	5	Assignment(s)
201800097	Work and Technology	Dr. S. Janssen	1B	5	Assignment
201400190	User Support	Dr. J. Karreman	1B / 2B	5	Exam and assignment(s)
201400188	Innovative Digital Public Services	Prof. dr. W.E. Ebbers	1B	5	Exam
201800101	Advertising and Consumer Psychology	Dr. T.J.L. van Rompay, R. Voorn MSc	1B / 2B	5	Exam
201800096	Advanced Big Data Analytics	Prof. dr. ir. B.P. Veldkamp	1B	5	Exam and assignment(s)
201800095	Design and Service Experience	Dr. M. Galetzka	1B	5	Exam and assignment
192403650	Reputation Management	Dr. J.F. Gosselt	2A	5	Exam
201400191	Social Implications of the Internet	Dr. ing. A.J.A.M. van Deursen	2A	5	Assignment(s)
201500080	Advanced Topics in Digital Marketing ¹	Dr. E. Constantinides	2A	5	Assignment(s)
201500386	Vision, Strategy and Leadership	Dr. H.A. van Vuuren	2B	5	Assignment(s)
201800098	Trust and Risk	Dr. A. Beldad	2B	5	Exam
201700008	Design and Behaviour Change ²	Dr. T.J.L. van Rompay	2B	5	Assignment(s)
201800099	Master Internship Communication Science	Supervisor (to be assigned by the Master Internship coordinator)		10	Assignment

¹ The Teaching and Assessment regulations of the Education and Examination Regulations for the Master programme Business Administration are applicable.

² The Teaching and Assessment regulations of the Education and Examination Regulations for the Master programme Industrial Design Engineering are applicable.

Master thesis

The Master's thesis (or Master's project or Master's assignment) is not supervised by a single responsible instructor. Instead, for each master thesis, there is a Master's committee consisting of at least one first supervisor and a second assessor. The Master's thesis is an individual project, and is evaluated on an individual basis. The Master's thesis tests the student's competence in the integrated 2018-6740 PSA MSc Communication Studies

application of the knowledge, comprehension and skills covered in the study units. More practical information on the Master's assignment is available in the Master's thesis manual, which can be found on the website: <https://www.utwente.nl/cw/afstudeerweb/master/>.

1b. Study load of the programme and of each of the units of study

The Master's programme Communication Studies at the University of Twente has a study load of 60 EC (1 year, 1680 hours) (see also section 7.4a, paragraph 2, Higher Education and Research Act). The study load of each of the study units making up the programme is listed in table 1 to 8 above, in the column "Study load in EC" (1 EC = 28 hours).

1c. Other programme-specific characteristics

The Master's programme Communication Studies is committed to providing students with a learning environment that facilitates them in achieving the learning objectives and induces a critical and analytical approach that enables them to find solutions to complex problems.

The Master's programme Communication Studies views it as extremely important that students develop skills that enable them to work independently and to enhance their personal development. The programme aims to apply teaching methods that are built on a teaching philosophy that emphasizes the role of students as active processors and applicators of knowledge. Students are thus encouraged to take responsibility for their own learning and development. The role of instructors is therefore to create a developmental learning environment that activates students and facilitates the learning process.

Staff members offer a diversity of teaching methods (e.g. lectures, tutorials, case studies, group work, seminars) and appropriate methods are chosen to correspond with the aims of the individual courses and the Master's programme Communication Studies. Further, the diversity of the student population in terms of their learning styles and preferences are taken into account. The staff seek to actively engage students in their learning experiences across all modes of teaching.

1d. Honours programmes

For excellent students the University of Twente offers three different extra-curricular Master's honours programmes of 15 EC. Each of these programmes has a distinctive profile, which allows the student to develop himself in one of three roles: as an organizer, designer or researcher. These programmes are:

- MSc Change Leaders.
- MSc Design Honours.
- MSc Research honours.

More information about these programmes and the corresponding selection procedure can be found at the [UT honours programmes website](#).

2a. Aims of the programme

The aims of the Master's programme are related to the following educational aims (academic profiles):

1. In-depth theoretical knowledge and understanding.
2. Advanced research competencies.
3. Advanced problem solving competencies.
4. Advanced professional skills.
5. Advanced academic skills.
6. Personal development.

2b. Final attainment targets

1. In-depth theoretical knowledge and understanding. Graduates from the MSc programme Communication Studies:
 - 1.1. Have in-depth knowledge and understanding of theories and core concepts in the discipline of Communication Science;
 - 1.2. Have in-depth knowledge and understanding of theories and core concepts in their chosen Master specialization;
 - 1.3. Are able to critically analyse and assess theories and core concepts in Communication Science and the chosen Master specialization;
 - 1.4. Understand the relation between Communication Science and organizations, technology, and design in modern society;
 - 1.5. Understand and reflect on the nature of academic knowledge and communication theories;
 - 1.6. Are able to identify gaps in and contribute to the body of knowledge of their chosen Master specialization.
2. Research competencies. Graduates from the MSc programme Communication Studies are at an advanced level (beginner's level for PhD degree, academically educated practitioner) able to:
 - 2.1. Understand the fundamental principles of social-scientific research;
 - 2.2. Analyse complex communication-related phenomena and relate them to a theoretical framework, in such a way that it results in researchable and relevant questions;
 - 2.3. Place a problem statement in a theoretical framework; this implies that relevant scientific literature is located, evaluated, applied, and described;
 - 2.4. Set up communication research in a systematic, transparent and scientifically responsible manner, and execute this through the substantiated selection and correct application of basic, accepted quantitative and qualitative communication research methods and techniques for data collection and analysis;
 - 2.5. Interpret and discuss the outcomes of research activities in the context of the stated research question;
 - 2.6. Critically reflect on the merits and limitations of research in relation to the original problem statement, the theoretical framework, recent research, and, if applicable, social and ethical aspects;
 - 2.7. Effectively report and present research according to scientific conventions to specialist and non-specialist audiences.

3. Advanced problem solving competencies. Graduates from the MSc programme Communication Studies are at an advanced level (beginner's level for PhD degree, academically educated practitioner) able to:
 - 3.1. Systematically identify and analyse complex technological, societal and organizational challenges from a communication perspective;
 - 3.2. Use scientific theories and core concepts, applied research methods, and practical knowledge (professional literature) to diagnose complex technical, societal and organizational challenges or to optimize solutions;
 - 3.3. Use creative thinking to solve complex technical, societal and organizational challenges from a communication perspective;
 - 3.4. Systematically compare possible solutions to a stated problem;
 - 3.5. Apply academic concepts, insights, and theories when analysing and resolving complex communication issues.
 - 3.6. Evaluate the quality of communicative solutions (formative and summative evaluation) as well as the process of developing and implementing them (process evaluation);
 - 3.7. Effectively report and present a communicative solution to a specific target audience.

4. Advanced professional skills. Graduates from the MSc programme Communication Studies are at an advanced level (beginner's level for PhD degree, academically educated practitioner) able to:
 - 4.1. Write effectively for different stakeholders;
 - 4.2. Persuasively present for different stakeholders;
 - 4.3. Understand the dynamics of organizations and the role of communication;
 - 4.4. Understand the effects and opportunities of technological innovations;
 - 4.5. Design and visualize ideas and solutions;
 - 4.6. Plan, organize and manage their work effectively and quality oriented;
 - 4.7. Reflect on individual work (process and results);
 - 4.8. Provide and use feedback in an adequate way;
 - 4.9. And willing to reflect on their own competencies and professional actions.

5. Advanced academic skills. Graduates from the MSc programme Communication Studies are at an advanced level (beginner's level for PhD degree, academically educated practitioner):
 - 5.1. Able to critically reflect on and judge the significance and value of scientific knowledge and exchange and justify arguments in a critical, open and constructive way, both with specialists and non-specialists;
 - 5.2. Able to gather and interpret relevant data and information to inform judgements that include reflection on relevant social, scientific or ethical issues;
 - 5.3. Aware of the ethical implications involved in academic work.

6. Personal development. Graduates from the MSc programme Communication Studies are:
 - 6.1 Sensitive to scientific, societal, and technological developments;
 - 6.2 Able to initiate and shape their own learning and working process, and bear responsibility for their own professional development.

Appendix 3. Examination and exams pre-master's and Master's programme COM

3a. Examinations Master's programme Communication Studies

The programme has one examination: the Master examination: A student passes the Master examination when all exams of the units of study, including the Master thesis, have been passed successfully.

3b. Exam formats and the number and sequence of exams and practical exercises within MSc programme CS

The exam formats of each of the courses offered in the programme are shown in table 1, 2 and 4 to 10 in paragraph 1a2.

Article 4.1.4 of the EER states that exam results are expressed in a whole mark from 1 to 10. For the pre-master's programme Communication Studies the following applies:

1. If a test has been completed (passes with 5.5 or 6) this grade is final. If a student likes to upgrade his mark grade (due to exceptional circumstances) he must have a written confirmation of the examination board.
2. If the quality of a test (assignment) is not sufficient (5.49 or less) the student cannot score a higher grade than 6 at the second attempt. This also applies if the student did not hand in an assignment at the first deadline.

3c. Required sequence of exams / Prerequisites pre-master's programme COM

Table 10 Prerequisites pre-master's programme Communication Studies

Course code	Course name	Prerequisites
201800357	Research Project Pre-master COM	Obligatory prior knowledge: <ul style="list-style-type: none">• Communication Science (at least grade 5),• Research Methodology and Descriptive Statistics (at least grade 5),• Academic Writing Pre-master COM (at least grade 6)

3d. Required sequence of exams / Prerequisites Master's programme COM

Table 11 Prerequisites Master's programme Communication Studies

Course code	Course name	Prerequisites
201800090	Essentials in Communication Science	Bachelor Communication Science or Premaster Communication Studies
201800092	Societal Challenges	Bachelor Communication Science or Premaster Communication Studies
201800091	Research Topics	Bachelor Communication Science or Premaster Communication Studies
201800093	Networked Business Communication ¹	Bachelor Communication Science or Premaster Communication Studies
201800094	Human-Centred Design ²	Bachelor Communication Science or Premaster Communication Studies
200900001	Public Affairs ³	Bachelor Communication Science or Premaster Communication Studies
201800097	Work and Technology	Bachelor Communication Science or Premaster Communication Studies
201400190	User Support ²	Bachelor Communication Science or Premaster Communication Studies
201400188	Innovative Digital Public Services ^{1,3}	Bachelor Communication Science or Premaster Communication Studies
201800101	Advertising and Consumer Psychology ¹	Bachelor Communication Science or Premaster Communication Studies
201800096	Advanced Big Data Analytics ¹	Bachelor Communication Science or Premaster Communication Studies
201800095	Design and Service Experience	Bachelor Communication Science or Premaster Communication Studies
192403650	Reputation Management	Bachelor Communication Science or Premaster Communication Studies
201400191	Social Implications of the Internet ³	Bachelor Communication Science or Premaster Communication Studies
201500386	Vision, Strategy and Leadership	Bachelor Communication Science or Premaster Communication Studies
201800098	Trust and Risk	Bachelor Communication Science or Premaster Communication Studies
201800099	Master Internship Communication Science	Have taken the exams of Essentials in Communication Science and Societal Challenges.
201800100	Master Thesis Communication Science	Successfully completed 15 EC, among which the core course Essentials in Communication Science and have taken the exam of the core course Research Topics.

¹ Students who are admitted to the MSc programme Business Administration are allowed to follow this course.

² Students who are admitted to the MSc programme Interaction Technology or Industrial Design Engineering are allowed to follow this course.

³ Students who are admitted to the MSc programme Public Administration are allowed to follow this course.

4a. Admission to the master programme

Applicants with a Bachelor's degree in Communication Science awarded by the University of Twente, Radboud University Nijmegen, University of Amsterdam, VU University Amsterdam or the Wageningen University will be admitted to the programme without further restrictions.

Applicants with a pre-master's programme certificate in Communication Studies awarded by the University of Twente will be admitted to the programme without further restrictions.

All other applicants are referred to the pre-master programme.

4b Admission to the pre-master's programme

The programme's Admission Committee assesses, on behalf of the director of education, all applicants to the pre-master programme CS on an individual basis. They will review the information and documents presented and will decide whether a student meets all criteria sufficiently.

To be admitted to the pre-master programme applicants must meet a number of formal and content-related criteria. The formal admission criteria to the pre-master's programme Communication Studies are:

1. A bachelor's degree programme from a Dutch university for professional education (HBO-instelling), i.e. at least 240 EC, or a fully completed bachelor's degree programme from a Dutch research university, i.e. at least 180 EC.
2. An international bachelor's degree or equivalent (a NUFFIC credential evaluation may be part of the assessment procedure).
3. A letter of motivation. For non-Dutch applicants obligatory. Not obligatory for Dutch applicants.
4. An IELTS minimum score of 6.5 or an internet-based TOEFL (iBT) minimum score of 90. For non-Dutch applicants obligatory. Not obligatory for Dutch applicants.
5. Any additional information required by the admission committee and/or the University of Twente Admission Office of (see: <http://www.graduate.utwente.nl>) (e.g. letters of recommendation, a resume summarizing educational and professional career).
6. Mastery of mathematics. In this respect 'Mathematics A and C comparable with mathematics A1, 2' or equivalent at pre-university education level – in Dutch: VWO – is leading.

The content-related admission criteria are that applicants must have a Bachelor's or Master's degree in a related field (to be assessed by the programme's Admission Committee). A related field implies that an applicant possesses sufficient knowledge and skills with regard to the content of the domain of communication science. A student meets the domain-specific admission criterion if he/she possesses a Bachelor's or Master's degree in a domain that is similar or related to:

1. Communication Science;
2. Organisation-related sub disciplines: Corporate Communication, Public Relations, Organizational Communication, Leadership, Marketing Communication;
3. Technology-related sub disciplines: Digital Media, Persuasive Technology, Human-Technology Interaction, Technical Communication, Science Communication;
4. Design-related sub disciplines: Visual Communication, Document Design, Multisensory Design;
5. Ethics and Philosophy.

Further more applicant need to possess basic knowledge and skills with regard to the empirical cycle and have some insight into the fundamental principles of social science research and being able to design, conduct and evaluate quantitative and qualitative research.

A student meets the domain-specific admission criterion also if he/she has substantial relevant work experience from which he/she has mastered the aforementioned conceptual knowledge.

Applicants with a Bachelor's or Master's degree in a non-related field (to be assessed by the programme's Admission Committee), awarded by a Dutch research university or a Dutch university for professional education (HBO-instelling) will not be admitted to the pre-master's programme Communication Studies.

In all other cases it is the programme's Admission Committee who will decide.

4c. Language of teaching and exams

The language of communication, instruction and examination in the pre-master's programme Communication Studies and the Master's programme Communication Studies is English.

4d. International cooperation and agreements

Internationalization is becoming increasingly important in higher education. This is one of the reasons why the master programme Communication Studies is offered entirely in English. International experience is encouraged and supported by the programme. The programme has a partnership with Peking University (Beijing, China) and seeks to expand such cooperation agreements in the near future.

4e. Elective options and their related requirements

Students are allowed to follow courses from another master programme from the University of Twente (10 EC). If students choose elective courses from another master programme this has to be approved beforehand by the programme's Examination Board and the programme director of the other Master's programme.

4f Programme committee (OLC)

The Programme Committee deals with all matters directly related to the design and quality of education. The members of the programme committee are appointed by the Dean of the faculty. The members are recruited from students and teaching staff members of both the Bachelor's programme Communication Science and the Master's programme Communication Studies on an equal basis (50% students and 50% staff members). The most up-to-date composition of the committee can be
2018-6740 PSA MSc Communication Studies

found at the webpage of the programme committees:

<https://www.utwente.nl/en/bms/education/programme-committee-opsomming/>.

The tasks of the programme committee towards the Education and Examination Regulations (EER):

- Right of consent on (WHW art. 9.18; September 1st 2017):
 - aims and final attainment targets of the programme in terms of knowledge, insight and skills that a student should have acquired at the end of the programme;
 - **where necessary the layout of practical exercises;**
 - the studyload of the programme and its Educational Units,
- Giving advice on the Education and Examination Regulations (EER):
 - Assessing, on a yearly basis, the manner in which the Education and Examination Regulations (EER) are carried out;
- Giving advice - invited or not invited - to the programme management and the Dean on all matters relating to the teaching in the bachelor of science programme Communication Science.

4g. Examination Board

The Examination Board is the body that determines in an objective and expert manner whether a student meets the conditions set under the Education and Examination Regulations (EER) concerning the knowledge, comprehension and skills required to obtain a degree. Members of the Examination Board are appointed by the Dean of the faculty.

The Board's main tasks are described in paragraph 5.1 of the common elements of this EER.

More information, including the most up-to-date composition of the Board can be found at the following website: <https://www.utwente.nl/bms/examboard/>.

Appendix 5. Transitional arrangements

In general

Article 8.4 of the EER 2018–2019 of the Faculty of Behavioural, Management and Social Sciences for master programmes is applicable. This means that if a unit of study that does not involve a practical exercise is deleted from the programme then students (only when exam results from the deleted unit of study are registered in the Student Information System) are to be given two opportunities in the following academic year to take the relevant exam, either orally or in writing, or to undergo another form of assessment.

Persuasive Communication (192402500) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 have to choose another elective course. See table 10.

Multisensory Marketing and Product Experience (201200066) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 have to choose another elective course. See table 10.

Positive Organizing (201400185) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 have to choose another elective course. See table 10.

User Centered Design of New media (201000113) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 can follow the course Human-Centred Design (201800094) or choose another elective course. See table 10.

Consumer Experience of the Service Environment (201400186) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 can follow the course Design and Service Experience (201800095) or choose another elective course. See table 10.

Trust, Risk and Organisation (201400187) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 can follow the course Trust and Risk (201800098) or choose another elective course. See table 10.

Authoring and Collaboration Tools (201300228) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 can follow the course User Support (201400190) or choose another elective course. See table 10.

Advertising and Marketing Psychology (201200049) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 can follow the course Advertising and Consumer Psychology (201800101) or choose another elective course. See table 10.

Design and Emotion (201500440) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 can follow the course Design and Behaviour Change (201700008) or to choose another elective course. See table 10.

Corporate Visual Identity Management (192403750) (5 EC)

This course has been offered for the last time in 2017/2018. Students who want to follow this course in 2018/2019 have to choose another elective course. See table 10.

6a. Graduation with distinction

1. If upon sitting the Master's examination, the student has given evidence of exceptional capability, 'cum laude' (with distinction) will be recorded on the degree certificate. A student is considered to have exceptional capability if each of the following conditions is met:
 - a. the average mark awarded for the study units of the Master's examination is at least 8.0;
 - b. in the determination of this average, the units that were not evaluated with a numerical mark or for which an exemption was granted are not considered;
 - c. no graded work was redone;
 - d. all units were evaluated with a mark of 7 or higher;
 - e. the mark for the final unit (Master's project or Master's thesis) is at least an 8.
2. If these guidelines are not fully met, then the chair of the graduate committee may submit to the Examination Board a proposal for awarding the designation of 'with distinction'. In that case, the special circumstances and exceptionality of the achievement must be specially substantiated.