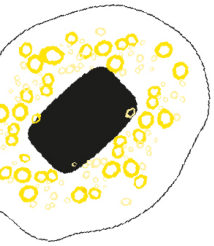
UNIVERSITY OF TWENTE.

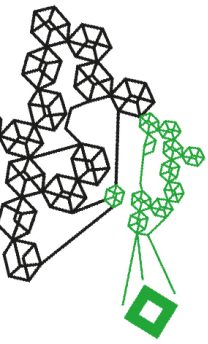


Programme-specific appendix to the Education and Examination Regulations (EER) 2022-2023

For the Master of Science programme

Communication Science (M-COM)

dd. 19-10-2022



Contents

1. General provisions

1.1. Admission to the programme

A request to be admitted to the programme is assessed by an admission committee headed by/represented by the Programme Director. All applicants to the programme will be assessed on an individual basis. Applicants must meet a number of formal and content-related criteria.

The assessment of all applicant skills is based on academic research background (e.g. content related criteria). In general assessments are done by evaluating three main criteria:

- Sufficient prior academic knowledge in the field of Communication Science or a content related field). A content 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:
    - Communication Science: interaction processes, message effectiveness, information processing, models of persuasion, intercultural communication, communication ethics and philosophy, science communication;
    - Digital society-related sub disciplines: media psychology, digital media, network society, social networks, serious gaming, media use and effects;
    - Changing organizations-related sub disciplines: corporate communication, public relations, organizational communication, leadership, identity and reputation, stakeholder communication, crisis communication, change management;
    - Persuasive technology related sub disciplines: human-technology interaction, user experience, technology communication, marketing communication, visual communication, multisensory design, social psychology, behavioural change.
- An applicant 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 (to be evaluated by the admissions committee).
- Sufficient academic, research and analytical skills. Applicants needs to possess basic knowledge and skills with regards to the empirical cycle and have insight into the fundamental principles of social science research and being able to design, conduct and evaluate quantitative and qualitative research.
- English proficiency, equivalent to the Dutch pre-university level.

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, a Dutch university of applied sciences(HBO-instelling) or Non Dutch (research) university will not be admitted to the programme.

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

The formal regulations for the different educational backgrounds are:

Dutch Research University Degree

a) A Bachelor's degree in Communication Science or Communication and Information Studies awarded by a Dutch research university, i.e. at least 180 EC.
   Applicants with a Bachelor's degree in Communication Science or Communication and Information Studies awarded by a Dutch research university will be admitted to the programme. With regard to proficiency in English, the admissions committee decides whether additional requirements should be set or a diagnostic test should be taken.
b) Another Bachelor's degree awarded by a Dutch research university, i.e. at least 180 EC.
   Applicants with another Bachelor's degree in a content related field awarded by a Dutch research university can be admitted to the programme. With regard to proficiency in English, the admissions committee decides whether additional requirements should be set or a diagnostic test should be taken. It is the admissions committee which determines whether or not a pre-master's programme (see section 2.7) is appointed and depending on the bachelor programme determines the content of the pre-master's programme.
c) Another Bachelor's degree awarded by the University of Twente, i.e. at least 180 EC.
   Applicants with a Bachelor's degree other than Communication Science awarded by the University of Twente may be admitted to the programme after completion of a pre-master's programme. The admissions committee determines the content of the pre-master's programme, depending on the Bachelor's programme.

Degree from a Dutch university of applied sciences (HBO)

Applicants with a Bachelor's degree in a content related field awarded by a Dutch university of applied sciences, i.e. at least 240 EC, will be admitted to the programme if they have successfully completed the pre-master's programme (see section 2.7).

A content related field implies that an applicant possesses sufficient knowledge and skills with regard to the content of the domain of communication science. Applicants meet 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:

- Communication Science: interaction processes, message effectiveness, information processing, models of persuasion, intercultural communication, communication ethics and philosophy, science communication;
- Digital society-related sub disciplines: media psychology, digital media, network society, social networks, serious gaming, media use and effects;
- Changing organizations-related sub disciplines: corporate communication, public relations, organizational communication, leadership, identity and reputation, stakeholder communication, crisis communication, change management;
- Persuasive technology related sub disciplines: human-technology interaction, user experience, technology communication, marketing communication, visual communication, multisensory design, social psychology, behavioural change.

Non-Dutch (research) University Degree

The admissions committee will assess Bachelor's and/or Master's degrees awarded by a non-Dutch research university on an individual basis. The assessment of the applicant's competencies will be based on:

- Academic record
    - a NUFFIC credential evaluation;
    - content of the degree (field related);
    - Courses in mathematics, statistics, scientific research knowledge and research methodology.
- English language requirements: please consult the admissions website for the up to date requirements.
- Analytical skills, i.e. mathematical skills, which need to be at least Mathematics A or B at pre-university level (Dutch: VWO) for candidates that received their Bachelor's degree in a country that ratified the Lisbon Convention; for other countries or if the level of mathematics cannot be established, a GMAT test score of at least 600 is required;
- Curriculum Vitae;
- A letter of motivation;
- Two letters of recommendation from a representative of the followed bachelor programme.

It is the admissions committee which determines whether or not a pre-master's programme (see section 2.7 and the website: https://www.utwente.nl/en/education/master/pre-master/continue-with-international-degree/) is appointed and depending on the bachelor or master programme determines the content of the pre-master's programme.

For more information about the admission criteria for Bachelor's degrees from non-Dutch research universities see the website:
https://www.utwente.nl/en/education/master/admission-requirements/

Admission to the double degree programme Digital Marketing

A request to be admitted to the double degree programme is assessed by an joint admission committee headed by/represented by the Programme Director(s). All applicants to the programme will be assessed on an individual basis. Applicants must meet a number of formal and content-related criteria.

The assessment of all applicant skills is based on academic research background (e.g. content related criteria). In general assessments are done by evaluating three main criteria:

- Sufficient prior academic knowledge in the field of Business Administration and Communication Science or a content related field. A content related field implies that an

applicant possesses sufficient knowledge and skills with regard to the content of the domain of business administration and communication science.
- Sufficient academic, research and analytical skills. Applicants needs to possess basic knowledge and skills with regard of the empirical cycle and have insight into the fundamental principles of social science research and being able to design, conduct and evaluate quantitative and qualitative research.
- English proficiency, equivalent to the Dutch pre-university level.

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, a Dutch university of applied sciences(HBO-instelling) or Non Dutch (research) university will not be admitted to the programme.

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

The formal regulations for the different educational backgrounds are:

Dutch Research University Degree

a) A Bachelor's degree in Communication Science or (International) Business Administration awarded by a Dutch research university, i.e. at least 180 EC.
   Applicants with a Bachelor's degree in Communication Science or (International) Business Administration awarded by a Dutch research university will be admitted to the double degree programme. With regard to proficiency in English, the admissions committee decides whether additional requirements should be set or a diagnostic test should be taken.
b) Another Bachelor's degree awarded by a Dutch research university, i.e. at least 180 EC.
   Applicants with another Bachelor's degree in a content related field awarded by a Dutch research university can be admitted to the programme. With regard to proficiency in English, the admissions committee decides whether additional requirements should be set or a diagnostic test should be taken. It is the admissions committee which determines whether or not a pre-master's programme (see section 2.7) is appointed and depending on the bachelor programme determines the content of the pre-master's programme.
c) Another Bachelor's degree awarded by the University of Twente, i.e. at least 180 EC.
   Applicants with a Bachelor's degree other than Communication Science awarded by the University of Twente may be admitted to the programme after completion of a pre-master's programme. The admissions committee determines the content of the pre-master's programme, depending on the Bachelor's programme.

Degree from a Dutch university of applied sciences (HBO)

Applicants with a Bachelor's degree in a content related field awarded by a Dutch university of applied sciences, i.e. at least 240 EC, will be admitted to the double degree programme if they have successfully completed the pre-master's programme within a period of twelve months. Per study unit of the pre-master's programme no more than two attempts are permitted to sit the corresponding examinations and tests. If the student fails to successfully complete the pre-master's programme on time, s\he will not be admitted to the programme.

A content related field implies that an applicant possesses sufficient knowledge and skills with regard to the content and domain of business administration and communication science. For more information about the programme's that are contend related see the website: https://www.utwente.nl/en/education/master/programmes/communication-science/programme/double%20degree/#double-degree-programmes-in-communication-science.

Non-Dutch (research) University Degree

The admissions committee will assess Bachelor's and/or Master's degrees awarded by a non-Dutch research university on an individual basis. The assessment of the applicant's competencies will be based on:

- Academic record
    - NUFFIC credential evaluation;
    - content of the degree (field related);
    - Courses in mathematics, statistics, scientific research knowledge and research methodology.
- English language requirements: please consult the admissions website for the up to date requirements.
- Analytical skills, i.e. mathematical skills, which need to be at least Mathematics A or B at pre-university level (Dutch: VWO) for candidates that received their Bachelor's degree in a country that ratified the Lisbon Convention; for other countries or if the level of mathematics cannot be established, a GMAT test score of at least 600 is required;
- Curriculum Vitae;
- A letter of motivation;

Two letters of recommendation from a representative of the followed bachelor programme.

It is the admission committee which determines whether or not a pre-master's programme (see section 2.7 and the website: https://www.utwente.nl/en/education/master/pre-master/continue-with-international-degree/) is appointed and depending on the bachelor or master programme determines the content of the pre-master's programme.

For more information about the admission criteria for Bachelor's degrees from non-Dutch research universities see the website:
https://www.utwente.nl/en/education/master/admission-requirements/

1.2. Language of the programme

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

1.3. Connecting Masters' programme(s)

Not applicable.

1.4. Rights, duties and composition of the programme committee

In line with article 9.18 WHW, each programme has a programme committee, which has the duty to advise programme management on improving and safeguarding the quality of the programme. It has a right of consent regarding a number of topics in the Education and Examination Regulations (EER), e.g. the goals and intended learning outcomes 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 study load of the programme and its study units. In addition, the programme committee evaluates on a yearly basis the manner in which the EER has been carried out and has the right to advise programme management and the dean – invited or uninvited – on all matters relating to the teaching in the programme.

The composition of the current programme committee can be found here: https://www.utwente.nl/en/com/programme-committee/.

2. Contents and structure of the programme

2.1. Contents and structure of the programme

The generic study programme is as follows:

1. The core study units Essentials in Communication Science (5 EC), Societal Challenges (5 EC) and Research Topics (5 EC). These core study units are mandatory and offered twice a year (i.e. each semester). Students are obliged to start the programme in their first quarter with the Essentials in communication science study unit and they have to take the Research Topics study unit in their second quarter.
2. Elective study units (20 EC): At least three M-COM elective study units (15 EC; see table 2), and;
   a) A fourth M-COM elective study unit (5 EC) (see table 2), or;
   b) One elective study unit (5 EC) from another Master's programme at the University of Twente. If students choose a study unit from another Master's programme this has to be approved beforehand by the programme director and the programme director from the other Master's programme (note: if students want to choose elective study units from another Master's programme they have to check MyTimetable, before they choose as the timetables may conflict with the timetable of the M-COM programme), or;
   c) a Master's Internship Communication Science (5 EC) (to be done in combination with the Master Thesis Communication Science (25 EC)).
3. Master thesis Communication Science (25 EC).

Didactics of the study programme

To attain the programme objectives and intended learning outcomes of the programme the study units are offered by a combination of (interactive) online and/or on campus lectures, tutorials, practical's and supervised self-study.

Table 1: Core courses Master's programme Communication Science

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

Table 2: Elective courses Master's programme Communication Science

Code study unit	Name study unit	Examiner	Block	Study load in EC	Mode of examination
201400185	Positive Organizing	Vuuren, dr. H.A. van	1A	5	Assignment(s)
201800097	Work and Technology	Janssen, dr. S.	1A	5	Assignment
201800101	Advertising and Consumer Psychology	Rompay, dr. T.J.L. van Voorn, R. MSc	1A and 2A	5	Exam
200900001	Public Affairs	Jansma, dr. S.R.	1B	5	Assignment(s)
201800095	Design and Service Experience	Galetzka, dr. M.	1B	5	Exam and assignments
201800098	Trust and Risk	Beldad, dr. A.	1B	5	Exam and assignment
201000113	User Centred Design of New Media	Karreman, dr. J.	1B	5	Exam and assignment
201900083	Game Studies in Social Sciences	Jacobs, dr. R.S.	2A	5	Exam and assignment
201400190	User Support	Karreman, dr. J.	2A	5	Exam and assignment
202200049	Behaviour & technology: an interdisciplinary approach	Scholten, dr. H.	2A	5	Group assignment(s)
192403650	Reputation Management	Gosselt, dr. J.F.	2B	5	Exam
201500386	Vision, Strategy and Leadership	Vuuren, dr. H.A. van	2B	5	Assignment(s)
201400191	Social Implications of the Internet	Deursen, prof.dr.ing. A.J.A.M. van	2B	5	Assignment(s)
201700008	Design and Behaviour Change[1]	Rompay, dr. T.J.L. van	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.*

Master's 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 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 https://www.utwente.nl/en/com/graduation-web/master/.

2.2. Study load

The programme has a study load of 60 EC (1 year, 1680 hours). The study load of each of the study units making up the programme is listed in the Tables 1 (core study units) and 2 (elective study units). Both tables include: the code, name and study load (1 EC = 28 hours) of all study units; the periods in which these study units are offered (block 1A, 1B, 2A or 2B); the examiner of the study unit; and the mode of examination.

2.3. Programme-specific characteristics

The programme is only offered in a full-time mode and takes one year on the basis of a 40-hour study week. The programme starts in September (semester 1) or February (semester 2).

Please note: at the University of Twente, each semester is divided into two quartiles. In general, in every quartile three study units of 5 EC (3 * 140 hours) are scheduled. Every quartile is closed with two exam weeks. Further information on the academic schedule can be found on the University of Twente's Academic Calendar 2021-2022 here: https://www.utwente.nl/en/ces/planning-schedules/

The programme 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 programme 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 study units and the programme. 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.

2.4. Honours programme/STAR programme

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 themselves in one of the 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: https://www.utwente.nl/en/honours/

STAR programme. Not applicable.

2.5. Elective options

Students are allowed to follow study units from another master programme from the University of Twente (5 EC). If students choose elective study units from another master programme this has to be approved beforehand by the programmes Admission Committee and the programme director of the other Master's programme (note: if students want to choose elective study units from another Master's programme they have to check MyTimetable, before they choose as the timetables may conflict with the timetable of the M-COM programme).

2.6. Joint/double degrees and/or international cooperation and agreement(s)

Next to an own programme, COM has two Double degree programmes together with partner programmes of The University of Twente, including Business Administration (BA) and Philosophy of Science, Technology and Society (PSTS). These two Double degree programmes are established with the partner programmes after comparison of the programmes that students need to follow. The two Double degree programmes are agreed upon and are presented in the table 3 (Double degree programme with BA and table 4 (Double degree programme with PSTS. The programmes are geared content-wise to the distinctive profile of the partners in question.

Double degree programme Business Administration (BA): Digital Marketing

Students following the Digital Marketing Double degree programme will develop knowledge and insight in current theories, models and management approaches in the field of marketing in digital environments and understand the importance of applied data science for the future marketeer. This knowledge and insight are important in order to understand the background and impact of data-driven digital marketing. Students will learn to explain, predict, and influence both consumer and B2B behaviour, gaining expertise in digital marketing strategies from three perspectives: management, communication, and design. Taking this multi-

disciplinary approach means that the program goes a step further by combining a behavioural and engineering constructivist approach: Students will understand behaviour, but also will adopt a different way of thinking and actually build models that contribute to the understanding of digital marketing.

Individual Learning Agreements

At the start of their programme all students participating who successfully completed the pre-master's programme Digital Marketing (see table 5 and 6) should fill in an 'Individual Learning Agreement' (ILA) via an online tool. The ILA includes their choice for the Double Degree programme Digital Marketing, electives and requires a study plan, about which students can consult the study advisor. The ILA deadline is in the first week after the formal starting moment of the student's first quartile. In this ILA the students' individual programme is documented in terms of table 3. Deviations from table 3 can only be documented in an ILA after approval from the Programme Board. The Programme Board will assess this based on the ILO's and fit with programme goals and content. Any request to change the ILA after the deadline should be addressed to the Programme Board and needs a positive advice from the study advisor.

Students with registered and validated personal circumstances may receive an approval for special individual arrangements in the study programme. Such students must get approval from their study advisor and the Examination Board Management Sciences (see also Rules and Guidelines of the BMS Examination Boards).

Structure of the programme

Students that combine the one (1) year M-BA programme with the one (1) year M-COM programme need to fulfil both M-BA and M-COM requirements. This means that the following obligatory (65 EC, including a joined master thesis of a total of 25 EC) and elective (minimal 25 EC) courses need to be taken (total of 90 EC):

Table 3: Overview of Double degree programme with Business Administration (start September or February)

Code study unit	Name study unit	EC	Block
First year			
201800090	Essentials in Communication Science	5	1A/2A
201600002	Entrepreneurial Leadership & Responsible Organizational Design[1]	5	1A
201800101	Advertising and Consumer Psychology	5	1A/2A
201800205	Smart Industry	5	1A
201500081	Business-to-Business Marketing	5	1A
201800089	Business valuation & corporate governance[1]	5	1B/2A
192320501	Electronic Commerce[4]	5	1B
201800095	Design and Service Experience	5	1B
201000113	User Centred Design of New Media	5	1B
201800092	Societal Challenges	5	1A/2A
201500080	Advanced topics in digital marketing[1]	5	2A
201900083	Game Studies in Social Sciences	5	2A
201800101	Advertising and Consumer Psychology	5	1A/2A
201600155	Global strategy and business development	5	2A
202200268	Research Topics Digital Marketing	5	1B/2B
192403650	Reputation Management	5	2B
201400191	Social Implications of the Internet	5	2B
201700008	Design and Behaviour Change[2]	5	2B
Second year			
201400174	Data science[3]	5	1A/1B/2A
202001494	Final thesis project BA and COM[5]	10	1A/2A
202001494	Final thesis project BA and COM[5]	15	1B/2B

	Obligatory COM and BA study units for COM students.
	At least five (5) elective study units.

[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.*

[3] *The Teaching and Assessment regulations of the Education and Examination Regulations of the faculty Electrical Engineering, Mathematics and Computer Science are applicable.*

[4] *The Teaching and Assessment regulations of the Education and Examination Regulations of the faculty Engineering Technology are applicable.*

[5] *The Teaching and Assessment regulations of the Education and Examination Regulations for the Master programme Communication Science are applicable.*

Students are obliged to start with the study unit Essentials in Communication Science and are strongly advised to follow the study unit Research Topics just before the start of the Final thesis project BA and COM (202001494).

Final thesis project BA and COM (202001494).

Since the aim of the double degree program is to create synergy between the two programs BA and COM, the final project for both programs should be integrated. This means that the double degree student chooses a thesis topic that fits with and can be investigated from an integrated BA and COM perspective. The thesis should thus lead to integrated insights and results, showing the added value of a combined final thesis project, rather than two separate projects on the same topic.

The final project has a study load of 25 EC, in line with the current study load of a separate thesis. To safeguard and check that students doing a combined final thesis project ultimately satisfy the final qualifications of BA and COM, the thesis project will be assessed with the final project rubrics of both programs. Moreover, the setup of the projects should satisfy the following requirements:

- Project requirements: The student formulates one research proposal with a research question for the project as a whole, clearly integrating BA and COM.
- Supervision: The combined final project is supervised by two staff members, one from BA and one from COM. The two supervisors are both involved in developing, and both have to approve, the thesis proposal before the student can start working on the project. Ideally, they function as examiner for both programmes. This implies that the Examination Board of each program needs to approve the supervisor of the partner program as examiner in their own program. If this is not allowed, an additional examiner from one or both programs is involved.
- Assessment: The standard BA assessment criteria (and form) as well as the assessment criteria and form of COM will be applied to assess the thesis.
- Graduation: For the graduation, a student does a presentation and defence.
- Cum laude: The requirements of each program apply to determine whether a student receives the label ‘cum laude’ for that program. In the calculation, the grade of the

thesis will have the same weight it has for single degree students. This implies that a student can receive a cum laude for one, for both, or for neither diplomas.

Double degree programme Philosophy, Science and Technology Studies (PSTS)

The PSTS-COM Double degree is meant to facilitate students who are interested in reflection on the societal challenges posed by science/technology in relation to communication. The interaction between communication and technology is twofold. First of all, technology influences the way we communicate and this has major impacts on roles, identities and social practices, among others. At the same time communication is crucial for the development, acceptance and use of new technologies. By providing students with theories, approaches and methods from the PSTS, and from COM, the PSTS-COM graduate will be able to offer reflective, critical as well as practice-based contributions to addressing these societal challenges.

Students that combine the two (2) year PSTS MSc programme with the one (1) year MSc COM programme need to fulfil both PSTS and M-COM requirements. This means that the following courses need to be taken (total of 145 EC):

Table 4: Overview of double degree programme with Philosophy of Science, Technology & Society (start September)

Code study unit	Name study unit	EC	Block
First year			
201800090	Essentials in Communication Science	5	1A
201200059	Philosophical Theories & Methods[1]	5	1A
201200064	Science & Technology studies[1]	2,5	1A
201200063	Philosophy of Technology[1]	2,5	1A
201200064	Science & Technology Studies[1]	2,5	1B
201200063	Philosophy of Technology[1]	2,5	1B
191612540	Ethics & Technology I[1]	5	1B
201400573	Philosophy of Science in Practice[1]	5	1B
201800092	Societal Challenges	5	2A
20200252	Technolab[1]	5	2A
191612550	Philosophical Anthropology & Technology[1]	5	2A
202000253	PhiloLab[1]	5	2B
191622510	Technology & Social Order[1]	5	2B
191612580	Ethics & Technology II[1]	5	2B
Second and third year			
201800145	Technologies in use[1]	5	1A
201800097	Work and Technology	5	1A
201800148	Good technology for users and society[1]	5	1A
201800091	Research Topics	5	1B
201000113	User Centred Design of New Media	5	1B
201800149	Anticipation and Evaluation of Emerging Technologies[1]	5	1B
201900083	Game Studies in Social Sciences	5	2A
201800100	Master Thesis Communication Science[2]	25	2A/2B second year and 1A third year
201900180	Final thesis project PSTS[2]	25	

	Obligatory COM and PSTS study units.
	Combined final thesis project.

[1] The Teaching and Assessment regulations of the Education and Examination Regulations for the Master programme Philosophy, Science and Technology Studies (PSTS) are applicable.

[2] Because it is a double degree programme with a combined master thesis the actual study workload of the combined master thesis is 40 EC. See paragraph 2.6.

International cooperation and agreements

Internationalization is becoming increasingly important in higher education. This is one of the reasons why the programme 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.

2.7. Pre-master's programme

In order to start the 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 pre-master programme (see article 4b Education and Examination Regulations) the programme consists of five obligatory study units. The obligatory study units prepare a student for applied, design and evaluation-oriented scientific reasoning and research during his/her master's programme. The pre-master's programme is only offered in a full-time mode and takes one semester (30 ECs = 840 hours). Each semester consisting of two quarters of ten (or eleven) weeks each. The pre-master's programme starts in September or February.

Tables 5 (September enrolment) and 6 (February enrolment) show the structure of the premaster programme. Both tables include: the code, name and study load (1 EC = 28 hours) of all study units (courses); the periods in which these study units are offered (block 1A and/or block 1B for the September enrolment or block 2A and/or block 2B for the February enrolment); the examiner of the study unit; and the mode of examination.

Tables 7 (September enrolment) and 8 (February enrolment) show the structure of the premaster programme Digital Marketing. Both tables include: the code, name and study load (1 EC = 28 hours) of all study units (courses); the periods in which these study units are offered (block 1A and/or block 1B for the September enrolment or block 2A and/or block 2B for the February enrolment); the examiner of the study unit; and the mode of examination.

Table 5: Curriculum pre-master's programme Communication Science (September enrolment)

Code study unit	Name study unit	Study load in EC	Block	Examiner	Mode of examination
202001402	Research Methodology and Descriptive Statistics	5	1A	Rekers – Mombarg, dr. L.T.M.	Exam and assignment
202001403	Inferential Statistics	5	1B	Kolk, dr. H. van der	Exam and assignments
202100147	Communication science PM COM	4	1A	Galetzka, dr. M.	Exam
202100146	Qualitative research PM COM	3	1A	Hoof, dr. J.J. van	Exam
202100148	Academic research project PM COM	13	1A & 1B	Hoof, dr. J.J. van	Assignments

Table 6: Curriculum pre-master's programme Communication Science (February enrolment)

Code study unit	Name study unit	Study load in EC	Block	Examiner	Mode of examination
202001402	Research Methodology and Descriptive Statistics	5	2A	Rekers – Mombarg, dr. L.T.M.	Exam and assignment
202001403	Inferential Statistics	5	2B	Kolk, dr. H. van der	Exam and assignments
202100147	Communication science PM COM	4	2A	Galetzka, dr. M.	Exam
202100146	Qualitative research PM COM	3	2A	Hoof, dr. J.J. van	Exam
202100148	Academic research project PM COM	13	2A & 2B	Hoof, dr. J.J. van	Assignments

Table 7: Curriculum pre-master's programme Digital Marketing (September enrolment)

Code study unit	Name study unit	Study load in EC	Block	Examiner	Mode of examination
202001402	Research Methodology and Descriptive Statistics	5	1A	Rekers – Mombarg, dr. L.T.M.	Exam and assignment
202001403	Inferential Statistics	5	1B	Kolk, dr. H. van der	Exam and assignments
202100147	Communication science PM COM	4	1A	Galetzka, dr. M.	Exam
202000261	Global Entrepreneurship & Business	5	1A	Proksch, dr. D.E.	Exam and assignments
202200079	Academic research project PM Digital Marketing	11	1A & 1B	Hoof, dr. J.J. van	Assignments

Table 8: Curriculum pre-master's programme Digital Marketing (February enrolment)

Code study unit	Name study unit	Study load in EC	Block	Examiner	Mode of examination
202001402	Research Methodology and Descriptive Statistics	5	1A	Rekers – Mombarg, dr. L.T.M.	Exam and assignment
202001403	Inferential Statistics	5	1B	Kolk, dr. H. van der	Exam and assignments
202100147	Communication science PM COM	4	1A	Galetzka, dr. M.	Exam
202000261	Global Entrepreneurship & Business	5	1A	Proksch, dr. D.E.	Exam and assignments
202200079	Academic research project PM Digital Marketing	11	1A & 1B	Hoof, dr. J.J. van	Assignments

All pre-master study units (to be decided by the Master's programme Admission Committee) must be successfully completed before a student can start with 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 opportunities to pass/take a test/examination. 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 and may not enter the master's programme.

Additionally, a student will not be admitted to the pre-master's programme 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 examination or tests of the following study units:

- Research Methodology and Descriptive Statistics (202001402)
- Inferential Statistics (202001403)
- Academic Writing Pre-master MPS (202000443)
- Academic writing Premaster (202001400)
- Academic skills Premaster (202100177)
- Academic writing Premaster for EST/PA/ES (202100222)

3. Programme objectives and intended learning outcomes

3.1. Programme objectives

The programme objectives of the programme are related to the following educational aims (academic competencies and skills):

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.

3.2. Intended learning outcomes

1. In-depth theoretical knowledge and understanding. Graduates from the programme:
   - 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 several sub-disciplines of Communication Science;
   - 1.3. Are able to critically analyse and assess theories and core concepts in Communication Science several sub-disciplines;
   - 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 communication theories.

2. Research competencies. Graduates from the programme 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 programme 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 programme 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. Reflect on their own competencies and professional actions.

5. Advanced academic skills. Graduates from the programme are at an advanced level (beginner's level for PhD degree, academically educated practitioner) able to:

5.1. 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. Gather and interpret relevant data and information to inform judgements that include reflection on relevant social, scientific or ethical issues;
5.3. Understand the ethical implications involved in academic work.

6. Personal development. Graduates from the programme are able to:
   6.1. Be sensitive to scientific, societal, and technological developments;
   6.2. Initiate and shape their own learning and working process, and bear responsibility for their own professional development.

4. Assessment/examination

4.1. Final examination

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

4.2. Assessment format examinations/tests

The assessment formats of each of the study units are shown in tables 1, 2, 5 and 6 (see sections 2.1 and 2.7).

Tests can be held online. When a test is held online by means of online surveillance or online proctoring, the examination board may lay down further rules and conditions for online (proctored) testing. See article 3.2 EER.

4.3. Period of validity of test results

1. A study unit is completed with an examination. The examination is based on one or more test results. An examination result is defined as a test or series of tests for which one result is registered in OSIRIS (see article 7.10 WHW). The study units are described in tables 1, 2, 5 and 6.
2. For practical exercises (see article 3.1.11 EER) within study units, by default only one opportunity to pass will be organized. The assessment plan of the study unit can be used to arrange an exception to this rule and will need to specify all criteria and details of the re-sit or repair option.
3. Article 3.3.5 EER states that examination results are expressed in half grades from 1.0 up to and including 5.0 and from 6.0 up to and including 10.0 whereby:
    a. Grades will only be rounded in the last phase of the assessment of the study unit;
    b. The rounding is done in accordance with the following scheme:

Grade < 5.00 or > 5.99	n.01 up to and including n.24 = n.0 n.25 up to and including n.74 =n.5 n.75 up to and including n.99 = (n+1).0
Grade ≥ 5.00 and ≤ 5.99	5.00 up to and including 5.49 = 5.0 5.50 up to and including 5.99 = 6.0

4. If a written test has been completed (passed with 5.5 or higher) this grade is final. If a student likes to upgrade his/her mark grade (due to exceptional circumstances) he/she must have a written confirmation of the examination board.

5. If the quality of a test (assignment) is not sufficient (5.49 or less) the student cannot score a higher grade than 6.0 at the second attempt. This also applies if the student did not hand in an assignment at the first deadline.
6. A study unit with a grade of ≥ 6.0 has been successfully completed and remains valid indefinitely. A study unit that was not passed, has to be repeated completely in the next academic year. Results of tests of a study unit expire after the academic year. Unless exceptions are listed in de PSA.
7. To repair parts of a study unit, the assessment and format in which these are offered in the current academic year needs to be used.
8. The student will be enrolled in OSIRIS by programme management for the parts of a study unit to be repaired. It is the student's responsibility to check this registration is correct at least one week prior to the start of the study unit.

4.4. Maximum number of attempts for tests/examinations

See section 4.3.

4.5. Specific pass-fail regulations

Not applicable.

4.6. Prerequisites / required sequence of examinations

Table 9: Prerequisites Master's programme Communication Science

Course code	Course name	Prerequisites
201800090	Essentials in Communication Science[4,5]	Bachelor Communication Science or Premaster Communication Science
201800092	Societal Challenges[4,5]	Bachelor Communication Science or Premaster Communication Science
201800091	Research Topics[4,5]	Bachelor Communication Science or Premaster Communication Science
201400185	Positive Organizing[1,3]	Bachelor Communication Science or Premaster Communication Science
201000113	User Centred Design of New Media[1,2,4,5]	Bachelor Communication Science or Premaster Communication Science
200900001	Public Affairs[1,3]	Bachelor Communication Science or Premaster Communication Science
201800097	Work and Technology[1,3,4]	Bachelor Communication Science or Premaster Communication Science
201400190	User Support[1,2]	Bachelor Communication Science or Premaster Communication Science
201900083	Game Studies in Social Sciences[1,4,5]	Bachelor Communication Science or Premaster Communication Science
201800101	Advertising and Consumer Psychology[1,2,5]	Bachelor Communication Science or Premaster Communication Science
201800095	Design and Service Experience[1,2,5]	Bachelor Communication Science or Premaster Communication Science
192403650	Reputation Management[1,2,3,5]	Bachelor Communication Science or Premaster Communication Science
201400191	Social Implications of the Internet[1,3,5]	Bachelor Communication Science or Premaster Communication Science
201500386	Vision, Strategy and Leadership[1,3]	Bachelor Communication Science or Premaster Communication Science
201800098	Trust and Risk[1]	Bachelor Communication Science or Premaster Communication Science
202001442	Master Internship 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.
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 Industrial Design Engineering are allowed to follow this course.*

[3] *Students who are admitted to the MSc programme Public Administration or European Studies are allowed to follow this course.*

[4] *Students who are admitted to the Double Degree programme with MSc programme Philosophy of Science, Technology & Society are allowed to follow this course.*

[5] *Students who are admitted to the Double Degree programme Digital Marketing with MSc programme Business Administration are allowed to follow this course.*

4.7. 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, insight and skills required to obtain a degree. Members of the examination board are appointed by the dean of the faculty.

More information, including the most up-to-date composition of the examination board can be found at its website: examination boards BMS. All information for students, examiners and educational support staff about the examination boards of BMS is published there, including their Rules and Guidelines, and the procedures and conditions for submitting a request.

5. Transitional arrangements

Article 8.4 of the EER 2022–2023 of the Faculty of Behavioural, Management and Social Sciences for master programmes is applicable. This means that if a study unit that does not involve a practical exercise is deleted from the programme, then students (only when exam results from the deleted study unit 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.

6. Other topics

6.1. (Binding) recommendation on continuation of studies

Not applicable.

6.2. 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 study 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 study units were evaluated with a mark of 7.0 or higher;
    e. the mark for the final study unit (Master's project or Master's thesis) is at least an 8.0.
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.

6.3. Combined programmes

It is possible that a student of the MSc COM programme combines the MSc COM programme with another MSc programme from the UT. For both programmes the diploma requirements should be met and the Intended Learning Outcomes for both programmes should be attained.

The following requirements apply to the composition of combined programmes:

1. the student must be admitted to both programmes and enrolled in both programmes;
2. approval for the MSc COM study programme is required from the Programme director , the following two criteria will be assessed:
    a. up to a maximum of 5 EC of elective courses can be filled in by a course that is also registered in the study programme of the other MSc programme;
    b. up to a maximum of 5 EC of obligatory courses can be also registered in the study programme of the other MSc programme.
3. With regard to the thesis:

a. In case of a combined thesis:
    i. student should formulate different research questions for the two separate MSc research projects/thesis;
    ii. the standard MSc COM assessment criteria (and form) will be applied to assess the MSc COM thesis.
b. In case of an integrated thesis (only possible when there is much overlap between the intended learning objectives of both programmes involved):
    i. student should formulate one research question that clearly integrates content of the two separate research projects/thesis;

4. The composition of the graduation committees must satisfy the rules of both programs. For the MSc COM you need two official appointed examiners from the MSc COM. See Rules & Guidelines of the Examination Boards BMS article 5.02.