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Programme-Specific Part (PSP)
to the Education and Examination Regulations (EER) 2024-2025

For the Master of Science programme Communication Science (M-COM)
dd. 18-09-2024

COMMUNICATION SCIENCE

MASTER

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1. General provisions

1.1. Admission to the COM master programme

A request to be admitted to the programme is assessed by an admission committee headed/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 the applicant has substantial relevant work experience from which the aforementioned conceptual knowledge (to be evaluated by the admissions committee) have been mastered.
- Sufficient academic, research and analytical skills. Applicants need 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.

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.

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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 is appointed and depending on the bachelor programme determines the content of the pre-master's programme. Section 2.7 provides information on restrictions on admission to pre-master's, the pre-master's programme and admission to master's after completion of the pre-master's.
- 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. Section 2.7 provides information on restrictions on admission to pre-master's, the pre-master's programme and admission to master's after completion of the pre-master's.

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 they possess 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, behaviour change.

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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.
- Research and mathematical skills. Mathematical skills at pre-university level (Dutch: VWO). Furthermore applicants need 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.;
- Academic skills, including skills in reading, writing, textual analysis and critical reflection.
- 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.

It is the admissions committee which determines whether a writing assignment is necessary before admitting an applicant directly to the 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/>

More information about the rules for application for the master COM can be found on the following website:

<https://www.utwente.nl/en/education/master/programmes/communication-science/admission/>

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Admission to the Double Degree programme Digital Marketing (Business Administration & Communication Science)

Students who want to start the double degree Digital Marketing (a joined programme offered together with the UT master programme Business Administration) need to submit two separate applications via Studielink for both MSc Business Administration and MSc Communication Science. Next to that a motivation letter needs to be submitted stating why the student wants to apply to this programme. Applications for the double degree programme will be assessed by a joint admission committee headed/represented by the Programme Director(s).

More information about the rules for application for the double degree Digital Marketing can be found on the following website:

<https://www.utwente.nl/en/education/master/programmes/communication-science/admission/admission-digital-marketing/>

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/>.

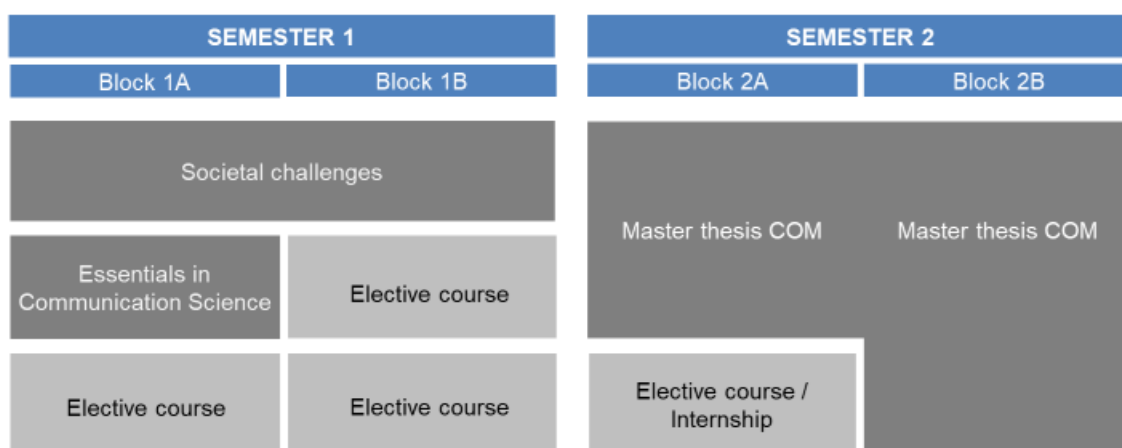
2. Contents and structure of the programme

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) and Societal Challenges (10 EC); see Table 1. These 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 the Societal Challenges study unit.
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 study adviser 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).

Figure 1 below shows the standard structure of the master programme COM:



Individual Learning Agreements:

All students are obliged to compose an 'Individual Learning Agreement'(ILA) at the start of their programme, in consultation with the study adviser. The ILA is used to determine whether the student has completed the study programme and meets the final examination requirements. The ILA deadline is in the first week after the formal start of the student's first quartile and includes (1) the choice for electives; and (2) a study plan. More specifically, in the ILA the students' individual programme is documented in terms of Table 1 and 2. Deviations from Table 1 and 2 can only be documented in the ILA after consulting the Programme Board and with the approval of the examination board. The examination board will assess this based on whether the ILO's are met and the fit between the programme goals and content of the study unit(s). Any request to change the ILA after the deadline should be approved by the study adviser.

Table 1: Core (mandatory) 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)
202400007	Societal Challenges	Janssen, dr. S.	1A+1B 2A+2B	10	Assignment(s)
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(s)
202300043	Social Marketing and Behavioural Change	Voorn, dr. R.	1A	5	Exam and assignment(s)
202300042	The public discourse, media & movements	Jansma, dr. S.R.	1B	5	Assignment(s)
201800095	Design and Service Experience	Galetzka, dr. M.	1B	5	Exam and assignment(s)
201800098	Trust and Risk	Beldad, dr. A.	1B	5	Exam and assignment(s)

201000113	User Centred Design of New Media	Karreman, dr. J.	1B	5	Exam and assignment(s)
201800101	Advertising and Consumer Psychology	Voorn, dr. R. MSc	2A	5	Exam
201900083	Game Studies in Social Sciences	Jacobs, dr. R.S.	2A	5	Exam and assignment(s)
201400190	User Support	Karreman, dr. J.	2A	5	Exam and assignment(s)
202200049	Behaviour & technology: an interdisciplinary approach	Sint- Maartensdijk, dr. I.	2A	5	Group assignment(s)
192403650	Reputation Management	Jong, prof.dr. M.D.T. de	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

During the COM Master Thesis, students will independently manage, design, conduct, report about and orally present an academic research project about a topic of their interest. The Master Thesis serves to assess the student's proficiency in integrating research knowledge, competencies, and skills acquired throughout the units of study in the Master COM programme. A graduation committee, consisting of a main supervisor (responsible for the overall supervision) and a co-reader, will be appointed to assess the COM Master Thesis. The thesis is a public document that will be published In the Repository of the Library of the UT. The examination board can under specific circumstances deviate from this rule. Students should submit a request in this regard to the examination board. More detailed information about the COM Master Thesis is available on the Master COM Canvas website.

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 lectures, tutorials, practicals and supervised self-study.

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

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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 2023-2024 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

Honours 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:

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

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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 study adviser 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. Double degree

Next to an own programme, COM offers a Double Degree programme with Business Administration (BA) that focuses on Digital marketing. This Double degree programme is established with the partner programme after comparison of the programmes that students need to follow. The Double degree programme is agreed upon and presented in Table 3 (general overview) and Figures 2 (September intake) and 3 (February intake).

Double degree programme Digital marketing (Communication Science (COM) and Business Administration (BA)):

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 marketer. 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:

All students are obliged to compose an 'Individual Learning Agreement'(ILA) at the start of their programme, in consultation with the study adviser. The ILA is used to determine whether the student has completed the study programme and meets the final examination requirements. The ILA includes (1) the choice for electives; and (2) a study plan and the deadline is in the first week after the formal start 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 the ILA after consulting the Programme Board and with the approval of the examination board. The examination 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 adviser.

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 adviser and the Examination Board Management Sciences (see also Rules and Guidelines of the BMS Examination Boards).

Structure of the double degree programme Digital marketing:

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 core (65 EC, including a joined master thesis) and elective courses (minimal 25 EC) need to be taken (total of 90 EC). To ensure a well-balanced programme, students must choose at least 1 BA and 1 COM elective subject.

Table 3: General overview courses double degree programme Digital Marketing 2024/2025.

Course code	Course name	EC	BA/COM
Core courses (65 EC)			
201800090	Essentials in Communication Science ⁵	5	COM
202400007	Societal Challenges ⁵	10	COM
201600002 or 201500386	Entrepreneurial Leadership & Responsible Organizational Design ¹ or Vision, Strategy and Leadership ⁵ (dependent on semester enrolment, see Figures 2 and 3)	5	BA or COM
201800089	Business valuation & corporate governance ¹	5	BA
201500080	Advanced topics in digital marketing ¹	5	BA
202300125	BA-COM Master Thesis Research Proposal Digital Marketing ¹	10	BA/COM
202001446	Qualitative Research and Business Skills ¹	2,5	BA
202001447	Quantitative and Design Methods in Business Research ¹	2,5	BA
201400174	Data science ³	5	CS
202300126	BA-COM Master Thesis Research Project Digital Marketing ¹	15	BA/COM

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Elective courses (choose 25 EC)			
201800205	Smart Industry ¹	5	BA
202300043	Social Marketing and Behaviour Change ⁵	5	COM
201500081	Business-to-Business Marketing ¹	5	BA
192320501	Electronic Commerce ⁴	5	BIT
201800095	Design and Service Experience ⁵	5	COM
201000113	User Centred Design of New Media ⁵	5	COM
201800101	Advertising and Consumer Behaviour ⁵	5	COM
201900083	Game Studies in Social Sciences ⁵	5	COM
201600155	Global strategy and business development ¹	5	BA
192403650	Reputation Management ⁵	5	COM
201400191	Social Implications of the Internet ⁵	5	COM
201700008	Design and Behaviour Change ²	5	IDE

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.

Figure 2: Courses overview double degree programme Digital Marketing **September** intake

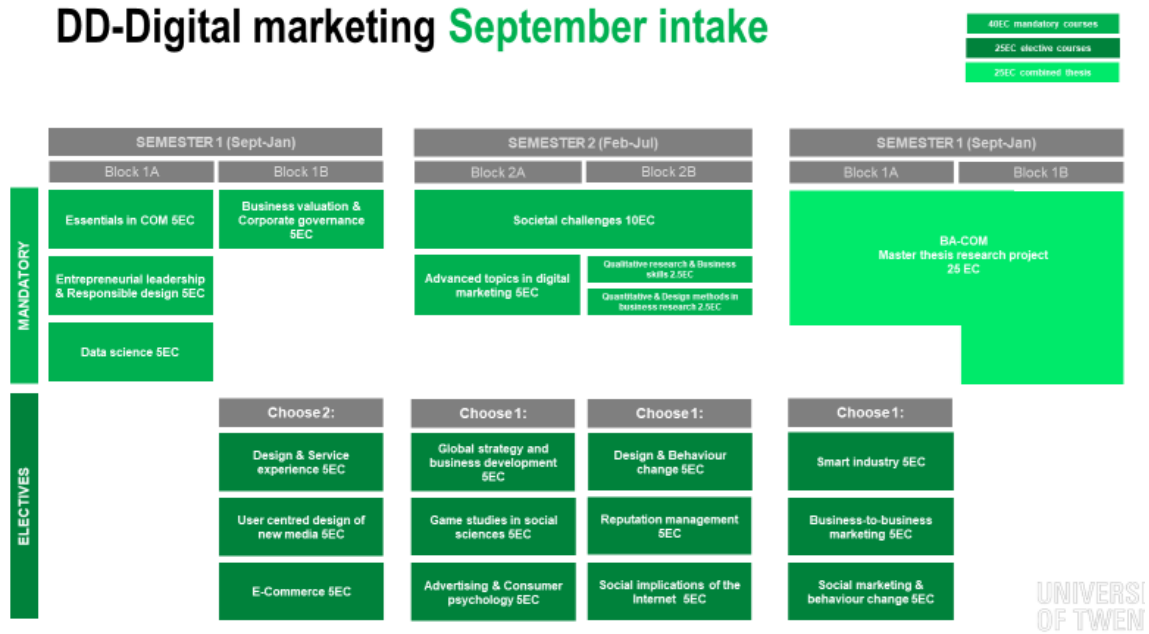
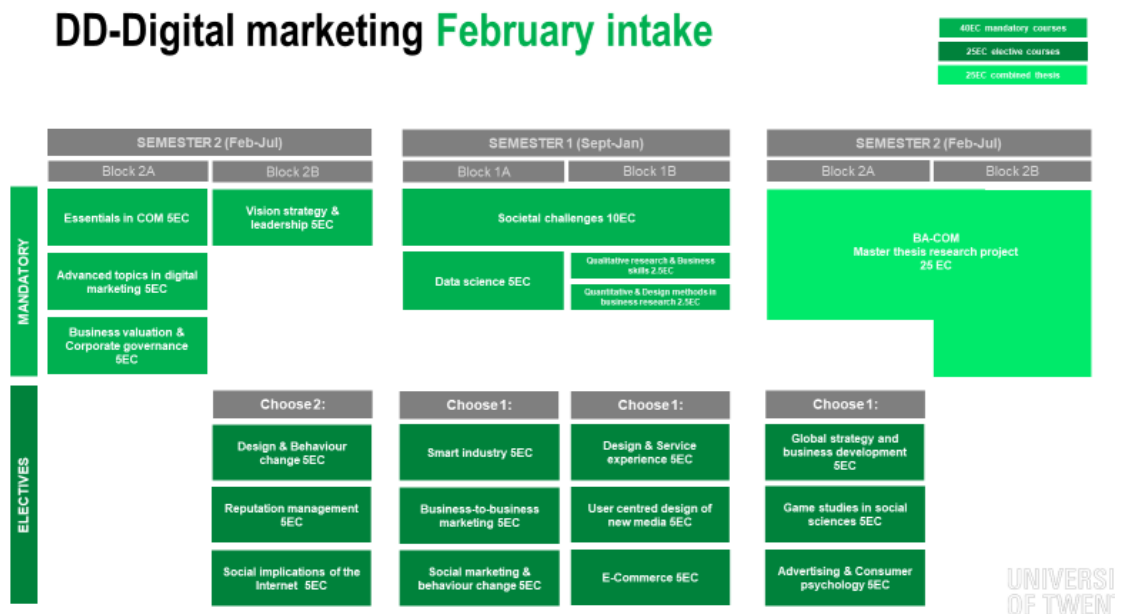


Figure 3: Courses overview double degree programme Digital Marketing **February** intake



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Final thesis project BA and COM:

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 (BA-COM Master Thesis Research Proposal Digital Marketing and BA-COM Thesis Research Project Digital Marketing) has a combined study load of 25 EC, in line with the current study load of a separate thesis. The thesis is a public document that will be published in the Repository of the Library of the UT. The examination board can under specific circumstances deviate from this rule. Students should submit a request in this regard to the examination board. 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 combined into one final thesis rubric. 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-COM double degree assessment criteria and form 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.

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.

2.7. Pre-master's programme COM and Digital marketing (BA-COM double degree)

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. The 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.

Structure of the pre-master programme:

Tables 4 (September enrolment) and 5 (February enrolment) show the structure of the COM 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.

Table 4: 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
202200378	Inferential Statistics	5	1B	Kolk, dr. H. van der	Exam
202100147	Communication science PM COM	4	1A	Galetzka, dr. M.	Exam
202400116	Academic research project PM COM	16	1A + 1B	Tempelman, drs M.H.	Assignments

Table 5: 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
202200378	Inferential Statistics	5	2B	Kolk, dr. H. van der	Exam
202100147	Communication science PM COM	4	2A	Galetzka, dr. M.	Exam
202400116	Academic research project PM COM	16	2A + 2B	Tempelman, drs M.H.	Assignments

Tables 6 (September enrolment) and 7 (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 6: 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
202200378	Inferential Statistics	5	1B	Kolk, dr. H. van der	Exam
202100147	Communication science PM COM	4	1A	Galetzka, dr. M.	Exam
202000261	Global Entrepreneurship & Business	5	1B	Proksch, dr. D.E.	Exam and assignments
202400604	Digital Marketing in COM	1	1A	Galetzka, dr. M.	Assignments
202100177	Academic Skills Premaster	5	1A	Damberg, dr. S.	Assignments
202000262	Researching Strategy & Marketing	5	1B	Göttel, dr. V.C.	Exam and assignments

Table 7: 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	2A	Rekers – Mombarg, dr. L.T.M.	Exam and assignment
202200378	Inferential Statistics	5	2B	Kolk, dr. H. van der	Exam
202100147	Communication science PM COM	4	2A	Galetzka, dr. M.	Exam
202000261	Global Entrepreneurship & Business	5	2B	Proksch, dr. D.E.	Exam and assignments
202400604	Digital Marketing in COM	1	2A	Galetzka, dr. M.	Assignments
202100177	Academic Skills Premaster	5	2A	Damberg, dr. S.	Assignments
202000262	Researching Strategy & Marketing	5	2B	Göttel, dr. V.C.	Exam and assignments

Admission into the Master after completion of the pre-master programme:

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.

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 the student has failed to pass the second time, the student will receive a negative study-advice for the continuation of the pre-master's programme and will not be admitted to the Master's programme.

Restrictions on admission into the pre-master's programme:

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Additionally, a student will not be admitted to the pre-master's programme in case the student 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)
- Inferential Statistics (202200378)
- 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 and 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;

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- 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:

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- 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, 3, 4, 5, 6, and 7 (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. Grading and 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, 3, 4, 5, 6 and 7.
2. For practical exercises (see article 3.1.5 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. For each test in a course or a module two opportunities will be offered, a regular test and a resit.
5. The resit of a test is open to all students, with the notion that for each test type, excluding open questions or MC exams, the highest grade possible for a resit is 6.0.

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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 in place (see 4.5).
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 the 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

In case a course is offered twice a year, test results remain valid in the same semester the course is offered and the next semester.

4.6. Prerequisites / required sequence of examinations

General prerequisites for core M-COM courses:

Mandatory core M-COM courses are only open to M-COM students or students of the Double Degree programme Digital marketing. For all pre-requisites of the core M-COM courses, see Table 8.

Table 8: Prerequisites core courses Master's programme Communication Science

Course code	Course name	Prerequisites
201800090	Essentials in Communication Science	This is a core course of the M-COM programme. Therefore only students who are admitted to the M-COM or Double Degree programme Digital marketing are allowed to follow this course.
202400007	Societal Challenges	This is a core course of the M-COM programme. Therefore only students who are admitted to the M-COM or Double Degree programme Digital marketing are allowed to follow this course. The course is also open to students that follow the UT master programme PSTS.
202001442	Master Internship Communication Science	Successfully completed 15 EC, among which the core course Essentials in Communication Science. Active participation in the course Societal Challenges. This is a core course of the M-COM programme. Therefore only students who are admitted to the M-COM or Double Degree programme Digital marketing are allowed to follow this course. M-COM students are allowed to follow this course only in combination with the Master Thesis Communication Science.
201800100	Master Thesis Communication Science	Successfully completed 15 EC, among which the core course Essentials in Communication Science. Active participation in the course Societal Challenges. This is a core course of the M-COM programme. Therefore, only students who are admitted to the M-COM are allowed to follow this course

General prerequisites for all elective M-COM courses:

Bachelor and (exchange) master students from the University of Twente are allowed to follow elective M-COM courses when the student:

- has sufficient knowledge and skills with regard to the content of the domain of Communication Science;
- has advanced knowledge and skills with regard to the empirical cycle;
- has insight into the fundamental principles of social science research;

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- is able to design, conduct and evaluate quantitative and qualitative research;
- had advanced academic skills, including skills in reading, writing, textual analysis and critical reflection.

Bachelor students from the University of Twente who have the possibility to follow a master course during their bachelor programme and who would like to take one of the M-COM elective courses (Table 9) need to submit a motivated request containing:

- Motivation letter
- Study progress overview from Osiris
- Description of how the student meets the course's prerequisites
- Approval of the programme director (or a delegate from the bachelor programme) for following this master course

The request should be sent to the programme coordinator of the master COM no later than four weeks before the start of the quartile.

Table 9: Prerequisites elective courses Master's programme Communication Science

Course code	Course name	Prerequisites
201400185	Positive Organizing	See general prerequisites for all elective M-COM courses. Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CEM, CME, EST, EEM, HS, IEM, PSY, PA, RM, SET.
201000113	User Centred Design of New Media	See general prerequisites for all elective M-COM courses. Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CEM, CS, EST, HS, IDE, IEM, ITECH, ISTPSTS, PSY.
202300042	The public discourse, media & movements	See general prerequisites for all elective M-COM courses. Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CEM, EEM, ES, HS, IDE, IEM, PSY, PA, RM, SET.
201800097	Work and Technology	See general prerequisites for all elective M-COM courses. Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CEM, CS, CME, EST, ES, HS, IEM, PSTS, PSY, PA, RM.
201400190	User Support	See general prerequisites for all elective M-COM courses. Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CS, EST, EEM, HS, IEM, PSY.

201900083	Game Studies in Social Sciences	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CS, EST, EEM, HS, IDE, IEM, ITECH, IST, PSTS, PSY.</p>
201800101	Advertising and Consumer Psychology	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, IDE, IEM, PSY.</p>
202300043	Social Marketing and Behaviour Change	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, IDE, IEM, PSY.</p>
202200049	Behaviour & technology: an interdisciplinary approach	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, IEM, PA, PSY.</p>
201800095	Design and Service Experience	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CEM, CME, EST, IDE, IEM, PSY.</p>
192403650	Reputation Management	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CS, EST, EEM, ES, HS, IDE, IEM, PSY, PA, RM.</p>
201400191	Social Implications of the Internet	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CS, EST, ES, HS, IDE, IEM, PSY, PA, RM.</p>
201500386	Vision, Strategy and Leadership	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CEM, CME, EST, EEM, ES, HS, IEM, PSY, PA, RM.</p>
201800098	Trust and Risk	<p>See general prerequisites for all elective M-COM courses.</p> <p>Master students from the following master programmes from the University of Twente meet the general prerequisites: BIT, BA, CS, EST, EEM, ES, HS, IEM, ITECH, IST, PSY, PA, RM.</p>

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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 on its website: <https://www.utwente.nl/en/bms/examboard/>. 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.

4.8. Evaluation of education

The courses in the programme are evaluated via the internal quality assurance system based on the Plan-Do-Check-Act cycle. Each involved stakeholder (students, teaching staff, programme committee and programme management) has their specific contribution to the evaluation of the education.

The PDCA cycle includes:

- Quarterly evaluations organised by the COM Feedback Committee (CFC), organised by the study association Communiqué. Students of all levels of education are represented in the CFC. The reports of the CFC are shared and discussed with the Programme Committee and the management team.
- End-of-course surveys, distributed amongst all participants of the module. The surveys are shared and discussed with the Programme Committee and the management team.
- Course improvement plans/course reflections, including proposals for the next academic year, are prepared by the course coordinator, only if one of the following applies:
 - After the course is being taught for the first time
 - With an evaluation result lower than a 6.0
 - Major revision of the course ($\geq 30\%$) and/or within the test format.

The course improvement plan is based on experiences of the teaching team and student feedback (CFC reports, course survey, and student feedback during the course). The course improvement plans are shared and discussed with the Programme Committee and the management team.

Students will be informed of the survey results and intended improvements by the course coordinator during a lecture in the next quarter or via Canvas.

5. Transitional arrangements

Article 8.4 of the EER 2024–2025 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.

All students starting in September 2024 and February 2025 need to follow the study programme as described in section 2. The transitional arrangements are for those students who started their study programme in previous academic years. For all questions regarding study planning, students should contact the study advisor.

Societal Challenges (202400007)

Starting 2024-2025 Societal Challenges (202400007) will replace the courses Societal Challenges (201800092) and Research Topics (201800091).

Arrangements for M-COM students:

- Students who did not successfully complete one of the replaced courses (Societal Challenges (201800092) or Research Topics (201800091)) will be given two repair opportunities for the respective course in 2024-2025. If the student does not successfully complete the course with the repair opportunities, the student will have to participate in the new course. The grade obtained for the successfully completed course will not be valid as a partial test result of Societal Challenges (202400007).
- Students who did not successfully complete Societal Challenges (201800092) and Research Topics (201800091) will need to take the new course Societal Challenges (202400007).

6. Graduation with distinction

Graduation with distinction

The following rules for graduation with distinction apply to students who started the Master's degree in the academic year 2024-2025. For students from previous cohorts, the Cum Laude rules of the academic year in which they started their Master's degree apply (see EER art4.3.5).

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 unweighted 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 thesis) is at least an 8.5.
 - f. the length of study is maximal the nominal duration plus 100%.

If these guidelines are not fully met, the student may submit to the Examination Board a proposal for awarding the designation of 'with distinction' if:

- the special circumstances and exceptionality of the achievement are specially substantiated and,
- the student has consulted the student advisor and has his/her support in submitting the proposal.

In exceptional cases, the examination board may grant the designation of 'cum laude' if the criteria mentioned above have not been fully met. The rules applied by the examination board can be found in the Rules & Regulations of the examination board.