UNIVERSITY OF TWENTE.

Programme-Specific Part (PSP) to the Education and Examination Regulations (EER) 2026-2027

For the Master of Science programme Communication Science (M-COM)

dd. 20-05-2026

COMMUNICATION SCIENCE

MASTER

UNIVERSITY OF TWENTE.

Contents

1. General provisions 3
   1.1. Admission to the COM master programme 3
   1.2. Language of the programme 5
   1.3. Connecting Masters' programme(s) 6
   1.4. Rights, duties and composition of the programme committee 6
2. Contents and structure of the programme 7
   2.1. Contents and structure of the programme 7
   2.2. Individual Learning Agreement 10
   2.3. Study load 10
   2.4. Programme-specific characteristics 10
   2.5. Honours programme/STAR programme 11
   2.6. Elective options 11
   2.7. Double degree 11
   2.8. Pre-master's programmes 18
3. Programme objectives and intended learning outcomes 22
   3.1. Programme objectives 22
   3.2. Intended learning outcomes 22
4. Assessment/examination 25
   4.1. Final examination 25
   4.2. Assessment format examinations/tests 25
   4.3. Grading and period of validity of test results 25
   4.4. Specific pass-fail regulations 26
   4.5. Prerequisites / required sequence of examinations 26
   4.6. Examination board 27
   4.7. Evaluation of education 27
5. Transitional arrangements 29
6. Graduation with distinction 32
7. Overview of changes 33

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.
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.

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-and-application/

Admission to the Double Degree programmes Digital Marketing (Business Administration & Communication Science) and Policy, Governance and Communication (Public Administration & Communication Science)

Students who want to start one of the double degree programmes need to submit two separate applications via Studielink for both MSc programmes.

Next to that a motivation letter needs to be submitted stating why the student wants to apply to the programme. Applications for the double degree programmes will be assessed by a joint admission committee headed/represented by the Programme Director(s).
More information about the rules for application can be found on the following website:

https://www.utwente.nl/en/education/master/programmes/communication-science/admission-and-application/

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 Critical Reflections on Communication Science (5 EC), Societal Challenges (10 EC) and Research Proposal (5EC); 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 study units Critical Reflections on Communication Science and Societal Challenges.
2. Elective study units (20 EC): At least three M-COM elective study units (15 EC; see Table 1), and;
    a. A fourth M-COM elective study unit (5 EC) (see Table 1), or;
    b. One elective study unit (5 EC) from another Master's programme at the University of Twente. Section 2.6 Elective options provides more detailed information about the rules and restrictions for this.
3. Master thesis Communication Science (20 EC).

FIGURE 1: STANDARD STRUCTURE M-COM PROGRAMME

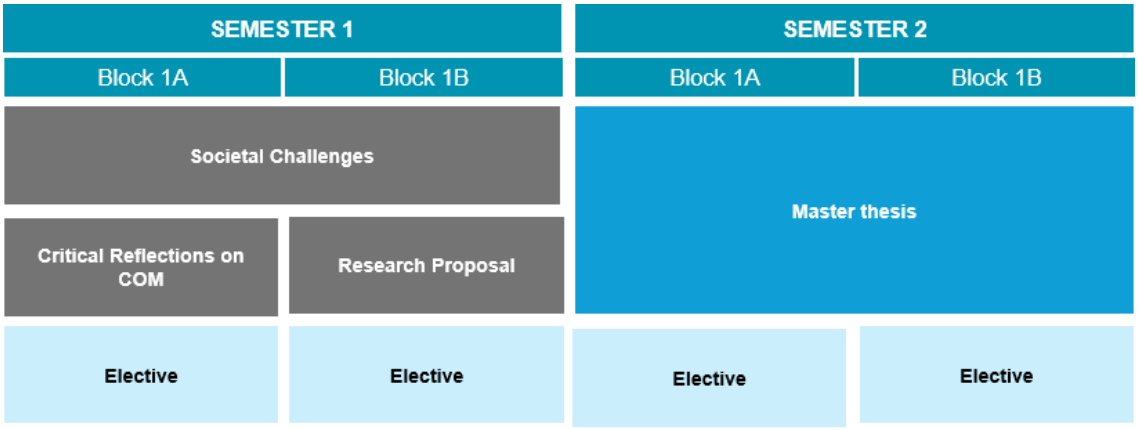

TABLE 1: CORE AND ELECTIVE COURSES MSC COMMUNICATION SCIENCE

Communication Science					
Code study unit	**Name study unit**	**Block**	**Study load in EC**	**Mode of examination**	**Coor. Programme***
Core courses (40EC)					
202600283	Societal Challenges	1A+1B	10	Ind. & Gr. Ass.	COM
202500002	Critical Reflections on Communication Science	1A / 2A	5	Gr. Ass. & Ind. Oral exam	COM
202500013	Research Proposal	1B /2B	5	Ind. Ass.	COM
202500014	Master Thesis	2A+2B	20	Project report	COM
Elective courses (20EC)					
202500003	Visual communication and corporate branding	1A	5	Ind. Test & Gr. Ass.	COM
202600153	The public discourse	1A	5	Ind & Gr. Ass; Gr. Pres	COM
202500005	Data-driven design for strategic communication	1B	5	Ind. & Gr. Ass.	COM
202500006	Positive organizing and leadership	1B	5	Ind. Ass.	COM
202600154	The post-truth society	1B	5	Ind. Ass.	COM
202500008	Social change dilemmas	2A	5	Ind. Ass & Ind. Oral exam	COM
202500009	Behaviour & technology: an interdisciplinary approach	2A	5	Ind & Gr. Ass.; Gr. Pres	COM
202500010	Consumer psychology, marketing behavioural change	2B	5	Ind. Test & Gr. Ass.	COM
202500011	Future of work	2B	5	Ind. Ass.	COM
202500012	Digital Life Unpacked	2B	5	Ind. & Gr. Ass	COM

* *The Teaching and Assessment regulations of the Education and Examination Regulations of the coordinating Master programme are applicable.*

Specialisation

The programme offers three specialisations with designated study units. A notification of the specialisation is published on the diploma supplement when a student chooses **four** study units of a specific specialisation within the elective space. The specialisations and the designated study units are listed in Table 2.

TABLE 2: SPECIALISATIONS AND STUDY UNITS

Social marketing and behavioural change	
Behaviour & technology: an interdisciplinary approach	202500009
Consumer psychology, marketing behavioural change	202500010
Data-driven design for strategic communication	202500005
Social change dilemmas	202500008
Visual communication and corporate branding	202500003
Society, media and technology	
Behaviour & technology: an interdisciplinary approach	202500009
Digital Life Unpacked	202500012
Social change dilemmas	202500008
The post-truth society	202600154
The public discourse	202600154
Strategic organisation communication	
Behaviour & technology: an interdisciplinary approach	202500009
Positive organizing and leadership	202500006
Future of work	202500011
The public discourse	20600153
Visual communication and corporate branding	202500003

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. More detailed information about the COM Master Thesis is available on the Master COM Canvas page.

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, workshops and supervised self-study.

2.2. Individual Learning Agreement

All students (double degree and regular COM 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, Table 3 or Table 4. Deviations from Table 1, Table 3 or Table 4 can only be documented in the ILA after consulting the Programme Board and with the approval of the examination board. To apply for approval from the examination board, the student must submit a request for an individualised study programme. 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.

2.3. Study load

The programme has a study load of 60 EC (1 EC = 28 hours), 1 year(1680 hours). The study load of each of the study units is listed in Table 1: Core and elective courses MSc Communication Science

2.4. 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 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. 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.

2.5. 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.
- Great Negotiators.
- 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/

2.6. 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 M-COM study adviser and the programme director of the other Master's programme. Students choosing a non-COM elective should always check the timetable extra carefully as the timetables may conflict with the timetable of the M-COM study units.

2.7. Double degree

Next to an own programme, COM offers a Double Degree programme with Business Administration (BA) that focuses on Digital Marketing and a Double Degree with Public Administration (PA) that focuses on integrating governance, policy-making, and communication science. Both Double Degree programmes are established with the partner programmes after comparison of the programmes that students need to follow. The Double degree programmes are presented in Table 3 for Digital Marketing (BA/COM) and in Table 4 for Policy, Governance and Communication (PA/COM).

Structure of the double degree programme Digital Marketing (BA/COM):

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.

FIGURE 2: STANDARD STRUCTURE DIGITAL MARKETING PROGRAMME, SEPTEMBER INTAKE

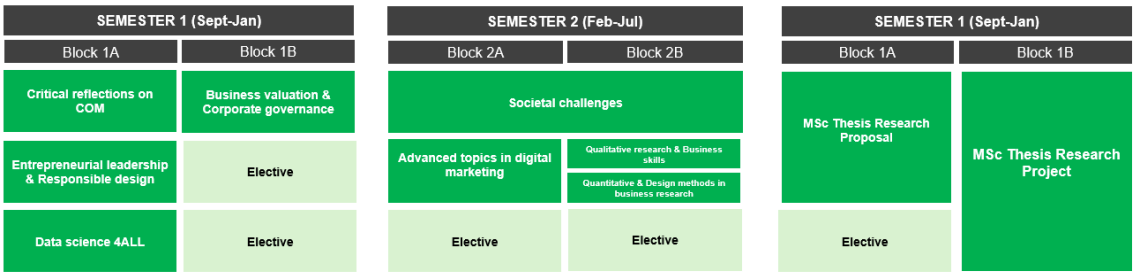

FIGURE 3: STANDARD STRUCTURE DIGITAL MARKETING PROGRAMME, FEBRUARY INTAKE

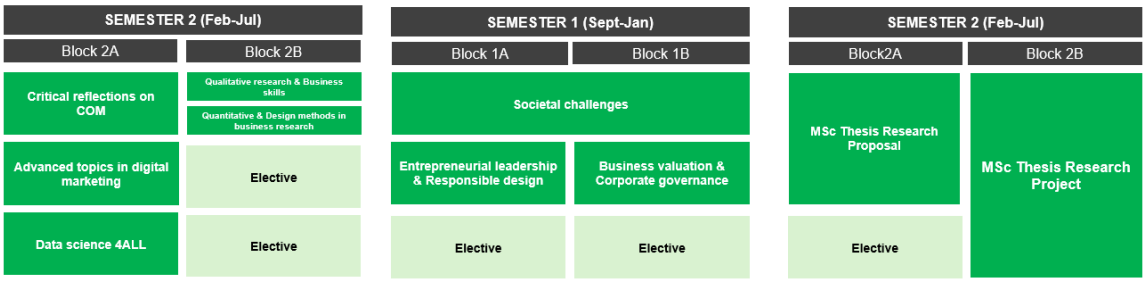

TABLE 3: CORE AND ELECTIVE COURSES DOUBLE DEGREE DIGITAL MARKETING (BA/COM)

Digital Marketing					
Code study unit	**Name study unit**	**Block**	**Study load in EC**	**Mode of examination**	**Coor. Programme***
Core courses (40EC + 25EC Thesis)					
202500002	Critical Reflections on Communication Science	1A / 2A	5	Gr. Ass. & Ind. Oral exam	COM
202600155	Entrepreneurial Leadership & Responsible Organizational Design	1A	5	Gr. Ass. & Ind. Ass	BA
202600340	Data science 4ALL	1A/2A	5	Ass. & Test	CS
202600157	Business valuation & corporate governance	1B	5	Gr. Ass & Test	BA
202600283	Societal Challenges	1A+1A 2A+2B	10	Ind. & Gr. Ass.	COM
202600177	Advanced topics in digital marketing	2A	5	Ind. & Gr. Ass.	BA
202600156	Qualitative Research and Business Skills	2B	2.5	Ind. & Gr. Ass.	BA
202001447	Quantitative and Design Methods in Business Research	2B	2.5	Gr. Ass. & Test	BA
202300125	BA-COM Master Thesis Research Proposal Digital Marketing	1A / 2A	10	Ind. Ass.	BA/COM
202300126	BA-COM Master Thesis Research Project Digital Marketing	1B / 2B	15	Project report	BA/COM
Elective courses (25EC)					
202500005	Data-driven design for strategic communication	1B	5	Ind. & Gr. Ass.	COM
202600154	The post-truth society	1B	5	Ind. Ass.	COM
202600178	Supply Chain Management and Innovation	1B	5	Gr. Ass. & Test	BA
202600170	Global strategy and business development	2A	5	Ind. & Gr. Ass.	BA
202500008	Social change dilemmas	2A	5	Ind. Ass & Ind. Oral exam	COM
202500009	Behaviour & technology: an interdisciplinary approach	2A	5	Ind. & Gr. Ass.; Gr. Pres	COM
202500010	Consumer psychology, marketing behavioural change	2B	5	Gr. Ass. & Test	COM
202500011	Future of work	2B	5	Ind. Ass.	COM
202500012	Digital Life Unpacked	2B	5	Ind. & Gr. Ass	COM
202600158	Smart Industry	1A	5	Gr. Ass.; Gr. Press & Test	BA
202600175	Business-to-Business Marketing	1A	5	Ind. & Gr. Ass	BA
202500003	Visual communication and corporate branding	1A	5	Gr. Ass. & Test	COM

* *The Teaching and Assessment regulations of the Education and Examination Regulations of the coordination Master programme are applicable.*

Master thesis Digital Marketing (BA/COM):

Since the aim of the double degree programme is to create synergy between the two programmes BA and COM, the final project for both programmes 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. 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 programme. If this is not allowed, an additional examiner from one or both programmes 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 programme apply to determine whether a student receives the label ‘cum laude’ for that programme. This implies that a student can receive a cum laude for one, for both, or for neither diplomas.

Structure of the double degree programme Policy, Governance and Communication PA/COM:

Students that combine the one (1) year M-PA programme with the one (1) year M-COM programme need to fulfil both M-PA and M-COM requirements. This means that the following core (75 EC, including a joined master thesis) and elective courses (15 EC) need to be taken for the September intake. For students starting this programme in February the core programme consists of 85 EC core courses, including a joined master thesis and 5 EC UT electives.

FIGURE 4: STANDARD STRUCTURE POLICY, GOVERNANCE AND COMMUNICATION PROGRAMME, SEPTEMBER INTAKE

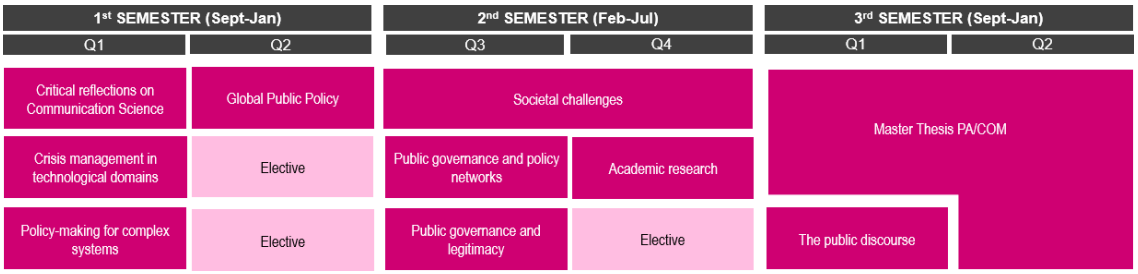

FIGURE 5: STANDARD STRUCTURE POLICY, GOVERNANCE AND COMMUNICATION PROGRAMME, FEBRUARY INTAKE

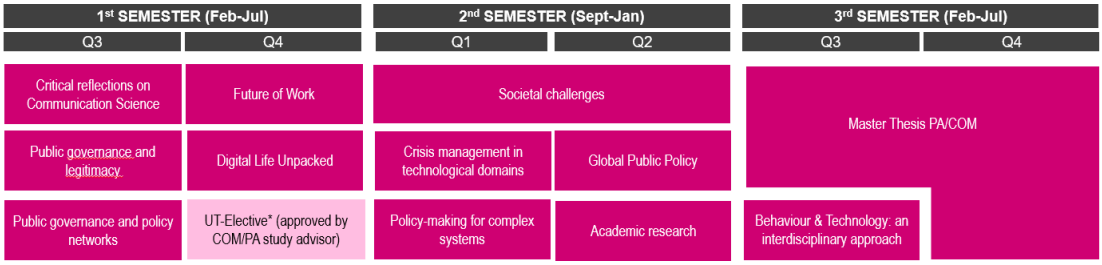

TABLE 4: CORE AND ELECTIVE COURSES DOUBLE DEGREE POLICY, GOVERNANCE AND COMMUNICATION (PA/COM)

Policy, Governance and Communication					
Code study unit	**Name study unit**	**Block**	**Study load in EC**	**Mode of examination**	**Coor. Programme***
Core courses (Sept: 50EC + 25EC Thesis; Feb: 60EC + 25EC Thesis)					
202600283	Societal Challenges	1A+1B 2A+2B	10	Ind. & Gr. Ass.	COM
202100089	Crisis Management in technological domains	1A	5	Ind. & Gr. Ass.	PA
202200090	Policy-making for complex systems	1A	5	Exam	PA
202500002	Critical Reflections on Communication Science	1A /2A	5	Gr. Ass. & Ind. Oral exam	COM
202600153	The Public Discourse (september intake)	1A	5	Ind & Gr. Ass; Gr. Oral exam	COM
or	**or**				
202500009	Behaviour & Technology: an interdisciplinary approach (February intake)	2A	5	Ind. & Gr. Ass.; Gr. Pres	COM
202200092	Global Public Policy	1B	5	Ind. & Gr. Ass.	PA
194111240	Public governance and policy networks	2A	5	Ind. & Gr. Ass.	PA
194101070	Public governance and legitimacy	2A	5	Ind. & Gr. Ass.	PA
202500011	Future of Work (february intake)	2B	5	Ind. Ass.	COM
202500012	Digital Life Unpacked (Feburary intake)	2B	5	Ind. & Gr. Ass	COM
201500145	Academic Research	1B/2B	5	Ind. Ass	PA
202600152	PA-COM Master Thesis Research Project	1A+1B 2A+2B	25	Project report	COM
Elective courses (Sep: 15EC; Feb: 5EC)					
202500005	Data-driven design for strategic communication	1B	5	Ind. & Gr. Ass.	COM
202500006	Positive organizing and leadership	1B	5	Ind. Ass.	COM
202600154	The post-truth society	1B	5	Ind. Ass.	COM
202500111	Future of Work (February intake)	2B	5	Ind. Ass.	COM
202500012	Digital Life Unpacked (September intake)	2B	5	Ind. & Gr. Ass	COM
	UT-Elective (approved by COM/PA study advisor)	1A	5		

** The Teaching and Assessment regulations of the Education and Examination Regulations of the coordinating Master programme are applicable.*

Master thesis Policy, Governance and Communication (PA/COM):

Since the aim of the double degree programme is to create synergy between the two programmes PA and COM, the final project for both programmes should be integrated. This means that the double degree student chooses a thesis topic that fits with and can be investigated from an integrated PA 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 thesis is a public document that will be published in the Repository of the Library of the UT. To safeguard and check that students doing a combined final thesis project ultimately satisfy the final qualifications of PA and COM, the Master thesis will be assessed with the final project rubrics of both programmes 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 PA and COM.
- Supervision: The combined final project is supervised by two staff members, one from PA 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 programme as examiner in their own programme. If this is not allowed, an additional examiner from one or both programmes is involved.
- Graduation: For the graduation, a student does a presentation and defence.

Cum laude: The requirements of each programme apply to determine whether a student receives the label ‘cum laude’ for that programme. This implies that a student can receive a cum laude for one, for both, or for neither diplomas.

2.8. Pre-master's programmes

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 programmes:

Table 5 (September enrolment) and Table 6 (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; 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	Mode of examination
202500251	Research Methodology and Descriptive Statistics	5	1A	Exams
202200378	Inferential Statistics	5	1B	Exams
202500016	Communication science PM COM	5	1A	Exam
202500017	Academic research project PM COM	15	1A + 1B	Assignments

TABLE 6: CURRICULUM PRE-MASTER'S PROGRAMME COMMUNICATION SCIENCE (FEBRUARY ENROLMENT)

Code study unit	Name study unit	Study load in EC	Block	Mode of examination
202500251	Research Methodology and Descriptive Statistics	5	2A	Exams
202200378	Inferential Statistics	5	2B	Exams
202500016	Communication science PM COM	5	2A	Exam
202500017	Academic research project PM COM	15	2A + 2B	Assignments

Table 7 (September enrolment) and Table 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; 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 7: CURRICULUM PRE-MASTER'S PROGRAMME DIGITAL MARKETING (SEPTEMBER ENROLMENT)

Code study unit	Name study unit	Study load in EC	Block	Mode of examination
202500251	Research Methodology and Descriptive Statistics	5	1A	Exams
202200378	Inferential Statistics	5	1B	Exams
202500016	Communication science PM COM	5	1A	Exam
202000261	Global Entrepreneurship & Business	5	1B	Exam and assignments
202100177	Academic Skills Premaster	5	1A	Assignments
202000262	Researching Strategy & Marketing	5	1B	Exam and assignments

TABLE 8: CURRICULUM PRE-MASTER'S PROGRAMME DIGITAL MARKETING (FEBRUARY ENROLMENT)

Code study unit	Name study unit	Study load in EC	Block	Mode of examination
202500251	Research Methodology and Descriptive Statistics	5	2A	Exams
202200378	Inferential Statistics	5	2B	Exams
202500016	Communication science PM COM	5	2A	Exam
202000261	Global Entrepreneurship & Business	5	2B	Exam and assignments
202100177	Academic Skills Premaster	5	2A	Assignments
202000262	Researching Strategy & Marketing	5	2B	Exam and assignments

premaster programme Policy, Governance and Communication. 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 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 9: CURRICULUM PRE-MASTER PROGRAMME POLICY, GOVERNANCE AND COMMUNICATION (SEPTEMBER ENROLMENT)

Code study unit	Name study unit	Study load in EC	Block	Mode of examination
202500251	Research Methodology & Descriptive Statistics	5	1A/2A	Ind. Test(s)
202500016	Communication science PM COM	5	1A/2A	Ind. Test
202400115	Academic Writing	5	1A/2A	Ind. Ass. & Test
202200378	Inferential Statistics	5	1B/2B	Ind. Test(s)
202500404	Policy Instruments	7	1B	Ind. Test & Gr. Ass.
202500405	Policy and Governance in Societal Transition	3	1B	Ind. Test

TABLE 10: CURRICULUM PRE-MASTER PROGRAMME POLICY, GOVERNANCE AND COMMUNICATION (FEBRUARY ENROLMENT)

Code study unit	Name study unit	Study load in EC	Block	Mode of examination
202500251	Research Methodology & Descriptive Statistics	5	1A/2A	Ind. Test(s)
202500016	Communication science PM COM	5	1A/2A	Ind. Test
202400115	Academic Writing	5	1A/2A	Ind. Ass. & Test
202200378	Inferential Statistics	5	1B/2B	Ind. Test(s)
202500412	Public Policy Implementation	7	2B	Ind. Ass. & Ind. Test
202500458	Project Policy Implementation	3	2B	Gr. Ass.

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:

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 (202500251)
- 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/or 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 final 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 study unit 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 on campus written exam (open question or multiple choice questions), the highest grade possible for a resit is 6.0.

6. Results of examinations and tests remain valid indefinitely (EER 3.9.1). Exceptions to this rule apply to tests within a unit of study that are inseparable (one cannot stand alone without the other). Exceptions to the validity of the results, as referred to in EER 3.9.1, will be explicitly stated in the grading scheme which is published on the Canvas page.
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.

4.4. Specific pass-fail regulations

Specific pass-fail regulations are specified in the assessment schedule on Canvas.

4.5. Prerequisites / required sequence of examinations

General prerequisites for core M-COM study units:

Mandatary core M-COM study units are only open to M-COM students or students of the Double Degree programmes unless specified otherwise. For all pre-requisites of the core M-COM study units, see Table 11.

TABLE 11: PREREQUISITES CORE STUDY UNITS MASTER'S PROGRAMME COMMUNICATION SCIENCE

Course code	Course name	Prerequisites
2021600283	**Societal Challenges**	This is a core course of the M-COM programme. Therefore, only students who are admitted to the master COM or to one of the double degree programmes, Digital marketing or Policy, Governance and Communication, are allowed to follow this course. This course is also open to students that follow the UT masters programme PSTS.
202500002	**Critical reflections on communication science**	This is a core course of the M-COM programme. Therefore, only students who are admitted to the master COM or to one of the double degree programmes, Digital marketing or Policy, Governance and Communication, are allowed to follow this course.
202500013	**Research proposal**	Only open to master COM students. Active participation in the courses Societal Challenges and Critical reflections on Communication science.
202500014	**Master Thesis Communication Science**	Only open to master COM students. Successfully completed 10 EC, among which the core courses Critical reflections on Communication Science. Active participation in the courses Societal Challenges and Research proposal.

General prerequisites for all elective M-COM study units:

The specific prerequisites for study units can be found in the course descriptions in Osiris. These descriptions also indicate which Master's programmes have direct access to the M-COM electives.

Bachelor students from the University of Twente who have the possibility to follow a master study unit during their bachelor programme and who would like to take one of the M-COM elective study units 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 study unit

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

Exchange students need to submit their exchange requests to the BMS incoming exchange officer. The study advisor will evaluate the request and determine whether an exchange student is allowed to participate in the study unit.

4.6. 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.

4.7. Evaluation of education

The study units 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 Programme. The outcomes of these evaluations are shared and discussed with Programme Committee.

- 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 study unit 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. 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 coordinator of the study unit during a lecture in the next quarter the course is offered or via Canvas.

5. Transitional arrangements

All students starting the programme in 2026-2027 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.

Arrangements for academic year 2026-2027
Societal Challenges (202500001)

In the academic year 2026-2027, the assessment of this course will be revised, and the course will be replaced by Societal Challenges (202600283). All students who participated in this course in 2025-2026 and did not yet successfully complete the course will be offered a retake arrangement accordingly to EER art 8.4.4.b. In the event a student still does not pass the course after these retake opportunities or when the student does not use these opportunities, this course will be replaced by the course Societal Challenges 202600283.

The public discourse (202500004)

In the academic year 2026-2027, the assessment of this course will be revised, and the course will be replaced by The public discourse (202600153). All students who participated in this course in 2025-2026 have successfully completed it. Therefore, no retake arrangement will be provided. Students who have not yet completed the course must participate in the revised version.

The post-truth society (202500007)

In 2026-2027, the assessment of this course will be revised, and the course will be replaced by The post-truth society (202600154).
All students who participated in this course in 2025-2026 have successfully completed it. Therefore, no retake arrangement will be provided. Students who have not yet completed the course must participate in the revised version.

Arrangements for academic year 2025-2026
The redesigned master's programme in Communication Science (see table 1) has been set in motion for the academic year 2025-2026. A specific transitional arrangement applies to the Master Thesis. All other study units can be categorised into two categories, both with their own type of transition arrangements.

1) Study units that have been revised, and for which the redesigned study unit is a 1 on 1 substitute.
2) Study units that no longer will be offered and no 1 on 1 substitute is available.

1) Study units that have been revised, and for which the redesigned study unit is a 1 on 1 substitute.

The table below demonstrates the old and the substitute units of study. Students who participated in the assessment of these courses in 2024-2025, but did not pass the course, have two options.

A. In line with article 8.4 of the EER 2025–2026, the student is entitled to two additional

test opportunities in 2025-2026 to complete the old study unit(s).

B. Participate and completely transfer to the new 2025-2026 substitute course.

The student must inform the study adviser which option (A or B) they choose.

2024-2025		2025--2026	
201800090	Essentials in Communication science	202500002	Critical reflections on communications science
201400185	Positive Organizing	202500006	Positive organizing and leadership
202300042	The public discourse, media & movements	202500004	The public discourse: stakes and stakeholders
202200049	Behaviour & technology: an interdisciplinary approach	202500009	Behaviour & technology: an interdisciplinary approach
201800097	Work & Technology	202500011	Future of work

2) Study units that no longer will be offered and no 1 on 1 substitute is available.

The table below shows the units of study for which no 1-to-1 substitute course is available.
In line with the EER art. 7.4.4c two (test) opportunities will be offered in 2025-2026 to complete these study units. This transitional arrangement only applies to students who participated in the assessment of the study unit(s) in 2024-2025.

Courses 2024-2025	
202400007	Societal Challenges
202300046	Social Marketing and Behavioural Change
201800095	Design and Service Experience
201800098	Trust and Risk
201000113	User Centred Design of New Media
201800101	Advertising and Consumer Psychology
201900083	Game studies in Social Sciences
201400190	User Support
192403650	Reputation Management
201500386	Vision, Strategy and Leadership
201400191	Social Implications of the Internet

Master Thesis Communication Science

The number of credits of the master thesis will be reduced to 20EC with effect from 2025-2026. Students who started the master COM programme before 2025-2026 and have not yet started the Master Thesis before the start of the academic year 2025-2026 have two options.

A. Start a 25EC Master thesis before August 2026. All students who would like to start their Master Thesis after this date are obliged to take a 20EC Master Thesis and select a 5EC elective course form table 1.

B. Start a 20EC Master Thesis and select a 5EC elective course form table 1.

2024-2025			2025--2026		
201800100	Master Thesis Communication Science	25EC	201500014	Master Thesis Communication Science	20EC

Arrangements for academic year 2024-2025

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 2026-2027. 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.

7. Overview of changes

		Description
Art. 4.3.5	Grading and period of validity of test results	For clarification the text 'on campus' is added. Old text: The resit of a test is open to all students, with the notion that for each test type, excluding written exam (open question or multiple choice questions), the highest grade possible for a resit is 6.0. Replaced by: The resit of a test is open to all students, with the notion that for each test type, excluding on campus written exam (open question or multiple choice questions), the highest grade possible for a resit is 6.0.
Section 5	Transitional arrangements	Societal Challenges (202500001) – Retake arrangement will be provided. The public discourse (202500004) & The post-truth society (202500007) - For both courses no retake arrangements are necessary. Students must participate in the revised courses.
Table 1, 3, 4,5,6, 7, 8, 9 & 10	Name examiner / coordinator	The name of the examiner / coordinator has been removed