Programme-specific appendix to the EER 2020–2021

Master of Science programme

Communication Science (MSc COM)
Version 12-11-2020

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Appendix 1.   Structure and study units of the Premaster and Master COM

1.1. Programme content of the pre-master's programme Communication Science

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

Tables 1 (September enrolment) and 2 (February enrolment) show the structure of the premaster COM. Both tables include: the code, name and study load (1 EC = 28 hours) of all units of study (courses); the periods in which these units of study 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 unit of study; and the mode of examination.

Table 1: Curriculum pre-master's programme Communication Science (September enrolment)

Code study unit	Name study unit	Load study unit in EC	Block	Examiner	Mode of examination
202001402	Research Methodology and Descriptive Statistics	5	1A	Dr. J. van Straalen-Pas	Exam and assignment
202001403	Inferential Statistics	5	1B	Dr. H.A. van der Kaap	Exam and assignments
202000267	Intro to communication science (T)	4	1A	Dr. M. Galetzka	Exam
202001401	Academic writing & reading PM COM	4	1A & 1B	Dr. A. Beldad	Assignment(s)
202001405	Qualitative research PM COM	4	1B	Drs. M.H. Tempelman	Exam
202001406	Academic research project PM COM	8	1A & 1B	Supervisor assigned by the coordinator drs. M.H. Tempelman	Assignment

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Table 2: Curriculum pre-master's programme Communication Science (February enrolment)

Code study unit	Name study unit	Load study unit in EC	Block	Examiner	Mode of examination
202001402	Research Methodology and Descriptive Statistics	5	2A	Dr. J. van Straalen-Pas	Exam and assignment
202001403	Inferential Statistics	5	2B	Dr. H.A. van der Kaap	Exam and assignments
PM-COM: Theory, Skills, Project					
202000267	Intro to communication science (T)	4	2A	Dr. M. Galetzka	Exam
202001401	Academic writing & reading PM COM	4	2A & 2B	Dr. A. Beldad	Assignment(s)
202001405	Qualitative research PM COM	4	2B	Drs. M.H. Tempelman	Exam
202001406	Academic research project PM COM	8	2A & 2B	Supervisor assigned by the coordinator drs. M.H. Tempelman	Assignment

All pre-master study units (to be decided by the Master's programme Admission Committee) must be successfully completed before a student can start with the Master's programme.

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

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

1.2. Programme content of the Master's programme Communication Science
The master's programme COM is only offered in a full-time mode and takes one year on the basis of a 40-hour study week. The master's programme starts in September (semester 1) or February (semester 2).

Structure of the study programme
The generic study programme is as follows:
1. The core courses Essentials in Communication Science (5 EC), Societal Challenges (5 EC) and Research Topics (5 EC). These core courses are offered twice a year (i.e. each semester). Students are obliged to start the Master's programme in their first quarter with the Essentials course and they have to take the Research Topics course in their second quarter.
2. Elective courses (20 EC): At least three M-COM elective courses (15 EC; see table 4), and;
    a) A fourth M-COM elective course (5 EC) (see table 4), or;
    b) One elective course (5 EC) from another Master's programme at the University of Twente. If students choose a course from another Master's programme this has to be approved

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      beforehand by the programme director (MSc COM) and the programme director from the other Master's programme (note: if students want to choose elective courses from another Master's programme they have to check MyTimetable, before they choose as the timetables may confict 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).

Tables 3 (core courses) and 4 (elective courses) show the courses of the master COM programme. Both tables include: the code, name and study load (1 EC = 28 hours) of all units of study (courses); the periods in which these units of study are offered (block 1A, 1B, 2A and/or 2B); the examiner of the unit of study; and the mode of examination.

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Table 3: Core courses Master's programme Communication Science

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

Table 4: Elective courses Master's programme Communication Science

Course code	Course name	Examiner	Block	Study load in EC	Mode of examination
201400185	Positive Organizing	Dr. H.A. van Vuuren	1A	5	Exam
201900083	Game Studies in Social Sciences	Dr. R.S. Jacobs	1A	5	Exam and assignment
201800101	Advertising and Consumer Psychology	Dr. T.J.L. van Rompay, R. Voorn MSc	1A or 2A	5	Exam
200900001	Public Affairs	Prof. dr. M.D.T. de Jong, S.R. Jansma MSc	1B	5	Assignment(s)
201800095	Design and Service Experience	Dr. M. Galetzka	1B	5	Exam and assignments
201800098	Trust and Risk	Dr. A. Beldad	1B	5	Exam and assignment
201000113	User Centred Design of New Media	Dr. J. Karreman	1B	5	Exam and assignment
201500080	Advanced Topics in Digital Marketing[1]	Dr. E. Constantinides	2A	5	Assignment(s)
201800097	Work and Technology	Dr. S. Janssen	2A	5	Assignment
201400190	User Support	Dr. J. Karreman	2A	5	Exam and assignment
192403650	Reputation Management	Dr. J.F. Gosselt	2B	5	Exam
201500386	Vision, Strategy and Leadership	Dr. H.A. van Vuuren	2B	5	Assignment(s)
201400191	Social Implications of the Internet	Prof. dr. ing. A.J.A.M. van Deursen	2A	5	Assignment(s)
201700008	Design and Behaviour Change[2]	Dr. T.J.L. van Rompay	2B	5	Assignment(s)

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

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

Master's thesis

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The Master's thesis (or Master's project or Master's assignment) is not supervised by a single responsible instructor. Instead, for each master thesis, there is a Master's committee consisting of at least one first supervisor and a second assessor. The Master's thesis is an individual project and is evaluated on an individual basis. The Master's thesis tests the student's competence in the integrated application of the knowledge, comprehension and skills covered in the study units. More practical information on the Master's assignment is available in the Master's thesis manual, which can be found on https://www.utwente.nl/en/com/graduation-web/master/.

Grading

Article 4.1.5 EER states that exam results are expressed in a whole mark from 1 to 10. For the master's programme Communication Science the following applies:

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

1.3. Double degree programmes

Next to an own Master's programme, we offer two Double Degree programmes together with partner Master's programmes of The University of Twente, including Business Administration (BA) and Philosophy of Science, Technology and Society (PSTS). These two ouble degree programmes are established with the partner programmes after comparison of the programmes that students need to follow. The two Double Degree programmes are agreed upon and are presented in the tables 5 (Double degree programme with Business Administration (BA) and 6 (Double degree programme with Philosophy of Science, Technology & Society (PSTS). The programmes are geared content-wise to the distinctive profile of the partners in question.

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1.3.1 Double degree programme Business Administration (BA): Digital Marketing

Students following the Digital Marketing double degree programme will develop knowledge and insight in current theories, models and management approaches in the field of marketing in digital environments and understand the importance of applied data science for the future marketeer. This knowledge and insight are important in order to understand the background and impact of data-driven digital marketing. Students will learn to explain, predict, and influence both consumer and B2B behaviour, gaining expertise in digital marketing strategies from three perspectives: management, communication, and design. Taking this multi-disciplinary approach means that the program goes a step further by combining a behavioural and engineering constructivist approach: Students will understand behaviour, but also will adopt a different way of thinking and actually build models that contribute to the understanding of digital marketing.

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

Table 5: Overview of double degree programme with Business Administration (BA)

Course code	Course name	EC	Block
First year			
201800090	Essentials in Communication Science	5	1A
201600002	Entrepreneurial Leadership & Responsible Organizational Design[1]	5	1A
201900083	Game Studies in Social Sciences	5	1A
201500081	Business-to-Business Marketing	5	1A
201800205	Smart Industry	5	1A
201800089	Business valuation & corporate governance[1]	5	1B
192320501	Electronic Commerce[4]	5	1B
201800095	Design and Service Experience	5	1B
201000113	User Centred Design of New Media	5	1B
201800092	Societal Challenges	5	2A
201500080	Advanced Topics in Digital Marketing[1]	5	2A
201800101	Advertising and Consumer Psychology	5	2A
201600155	Global Strategy and Business Development	5	2A
201800091	Research Topics	5	2B
192403650	Reputation Management	5	2B
201400191	Social Implications of the Internet	5	2B
201700008	Design and Behaviour Change[2]	5	2B
Second year			
201400174	Data Science[3]	5	1A
202001494	Final thesis project BA and COM	10	1A
202001494	Final thesis project BA and COM	15	1B

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

[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.

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

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

Students that combine the two (2) year PSTS MSc programme with the one (1) year MSc COM programme need to fulfill both MSc PSTS and MSc COM requirements. This means that the following courses need to be taken (total of 135 EC, including a combined master thesis of a total of 40 EC):

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Table 6: Overview of double degree programme with Philosophy of Science, Technology & Society (PSTS)

Course code	Course name	EC	Block
First year			
201800090	Essentials in Communication Science	5	1A
201200059	Philosophical Theories & Methods[1]	5	1A
201200064	Science & Technology studies[1]	2,5	1A
201200063	Philosophy of Technology[1]	2,5	1A
201200064	Science & Technology Studies[1]	2,5	1B
201200063	Philosophy of Technology[1]	2,5	1B
191612540	Ethics & Technology 1[1]	5	1B
201400573	Philosophy of Science in Practice[1]	5	1B
201800092	Societal Challenges	5	2A
202000252	Technolab[1]	5	2A
191612550	Philosophical Anthropology & Technology[1]	5	2A
202000253	PhiloLab[1]	5	2B
191622510	Technology & Social Order[1]	5	2B
191612580	Ethics & Technology 2[1]	5	2B
202000101	PSTS Skills Portfolio	0	Whole year
Second year			
201900083	Game Studies in Social Sciences	5	1A
201800145	Technologies in use[1]	5	1A
201800148	Good technology for users and society[1]	5	1A
201800091	Research Topics	5	1B
201000113	User Centred Design of New Media	5	1B
201800149	Anticipation and Evaluation of Emerging Technologies[1]	5	1B
201800097	Work and Technology	5	2A
202000102	PSTS Skills Portfolio	0	Whole year
201800100	Master Thesis Communication Science[2]	25	2A/2B
201900180	Final thesis project[2]	25	2A/2B
Third year			
201800100	Master Thesis Communication Science[2]	25	1A
201900180	Final thesis project[2]	25	1A

	Obligatory COM and PSTS courses.	
	Combined final thesis project.	

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

[2] *Because it is a double degree programma with a combined master thesis the actual studyload of the combined master thesis is 40 EC.*

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1.4.Combined programmes

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

The following requirements apply to the composition of combined programmes:
1. the student must be admitted to both programmes and enrolled in both programmes;
2. approval for the MSc COM study programme is required from the Programme Board, the following two criteria will be assessed:
    a. up to a maximum of 5 EC of elective courses can be filled in by a course that is also registered in the study programme of the other MSc programme;
    b. up to a maximum of 5EC of obligatory courses can be also registered in the study programme of the other MSc programme.
3. With regard to the thesis:
    a. In case of a combined thesis:
        i. student should formulate different research questions for the two separate MSc research projects/thesis;
        ii. the standard MSc COM assessment criteria (and form) will be applied to assess the MSc COM thesis.
    b. In case of an integrated thesis (only possible when there is much overlap between the ILO's of both programmes involved):
        i. student should formulate one research question that clearly integrates content of the two separate research projects/thesis;
4. The composition of the graduation committees must satisfy the rules of both programs. For the MSc COM you need two official appointed examiners from the MSc COM. See Rules & Guidelines of the Examination Boards BMS article 5.02.

1.5. Study load of the programme and of each of the study units

The Master's programme Communication Science at the University of Twente has a study load of 60 EC (1 year, 1680 hours) (see also section 7.4a, paragraph 2, Higher Education and Research Act). The study load of each of the study units making up the programme is listed in tables 3 and 4 above, in the column "Study load in EC" (1 EC = 28 hours).

1.6. Other programme-specific characteristics

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

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

Staff members offer a diversity of teaching methods (e.g. lectures, tutorials, case studies, group work, seminars) and appropriate methods are chosen to correspond with the aims of the individual courses and the Master's programme Communication Science. Further, the diversity of the student population

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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.

1.7. Honours programmes

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

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

More information about these programmes and the corresponding selection procedure can be found at the UT honours programmes website.

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Appendix 2. Goals / objectives and intended learning outcomes / qualifications Master's programme COM

2.1. Aims of the programme

The aims of the Master's 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.

2.2. Final attainment targets

1. **In-depth theoretical knowledge and understanding.** Graduates from the MSc programme Communication Science:
   1.1. Have in-depth knowledge and understanding of theories and core concepts in the discipline of Communication Science;
   1.2. Have in-depth knowledge and understanding of theories and core concepts in several sub-disciplines of Communication Science;
   1.3. Are able to critically analyse and assess theories and core concepts in Communication Science several sub-disciplines;
   1.4. Understand the relation between Communication Science and organizations, technology, and design in modern society;
   1.5. Understand and reflect on the nature of academic knowledge and communication theories;
   1.6. Are able to identify gaps in and contribute to the body of knowledge of communication theories.

2. **Research competencies.** Graduates from the MSc programme Communication Science are at an advanced level (beginner's level for PhD degree, academically educated practitioner) able to:
   2.1. Understand the fundamental principles of social-scientific research;
   2.2. Analyse complex communication-related phenomena and relate them to a theoretical framework, in such a way that it results in researchable and relevant questions;
   2.3. Place a problem statement in a theoretical framework; this implies that relevant scientific literature is located, evaluated, applied, and described;
   2.4. Set up communication research in a systematic, transparent and scientifically responsible manner, and execute this through the substantiated selection and correct application of basic, accepted quantitative and qualitative communication research methods and techniques for data collection and analysis;
   2.5. Interpret and discuss the outcomes of research activities in the context of the stated research question;
   2.6. Critically reflect on the merits and limitations of research in relation to the original problem statement, the theoretical framework, recent research, and, if applicable, social and ethical aspects;
   2.7. Effectively report and present research according to scientific conventions to specialist and non-specialist audiences.

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

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

5. **Advanced academic skills.** Graduates from the MSc programme Communication Science 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. Be aware of the ethical implications involved in academic work.

6. **Personal development.** Graduates from the MSc programme Communication Science are able to:
   6.1 And 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.

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

3.1. Examinations Master's programme Communication Science

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

3.2. Exam formats and the number and sequence of exams and practical exercises within the Premaster and Master's programme Communication Science

The exam formats of each of the courses offered in both programmes are shown in tables 1, 2, 3 and 4 in paragraph 1.2.

Article 4.1.5 of the EER states that exam results are expressed in a whole mark from 1 to 10. For the pre-master's and master's programme Communication Science the following applies:

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

3.3. Required sequence of exams / Prerequisites pre-master's programme Communication Science

There are no prerequisites in the pre-master's programme Communication Science.

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3.4. Required sequence of exams / Prerequisites Master's programme Communication Science

Table 7: Prerequisites Master's programme Communication Science

Course code	Course name	Prerequisites
201800090	Essentials in Communication Science	Bachelor Communication Science or Premaster Communication Science
201800092	Societal Challenges	Bachelor Communication Science or Premaster Communication Science
201800091	Research Topics	Bachelor Communication Science or Premaster Communication Science
201400185	Positive Organizing	Bachelor Communication Science or Premaster Communication Science
201000113	User Centred Design of New Media[2]	Bachelor Communication Science or Premaster Communication Science
200900001	Public Affairs[3]	Bachelor Communication Science or Premaster Communication Science
201800097	Work and Technology[3]	Bachelor Communication Science or Premaster Communication Science
201400190	User Support[2]	Bachelor Communication Science or Premaster Communication Science
201900083	Game Studies in Social Sciences[1]	Bachelor Communication Science or Premaster Communication Science
201800101	Advertising and Consumer Psychology[1, 2]	Bachelor Communication Science or Premaster Communication Science
201800095	Design and Service Experience[2]	Bachelor Communication Science or Premaster Communication Science
192403650	Reputation Management[3]	Bachelor Communication Science or Premaster Communication Science
201400191	Social Implications of the Internet[1, 3]	Bachelor Communication Science or Premaster Communication Science
201500386	Vision, Strategy and Leadership	Bachelor Communication Science or Premaster Communication Science
201800098	Trust and Risk[1]	Bachelor Communication Science or Premaster Communication Science
202001442	Master Internship Communication Science	Successfully completed 15 EC, among which the core course Essentials in Communication Science and have taken the exam of the core course Research Topics.
201800100	Master Thesis Communication Science	Successfully completed 15 EC, among which the core course Essentials in Communication Science and have taken the exam of the core course Research Topics.

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

[2] *Students who are admitted to the MSc programme Industrial Design Engineering are allowed to follow this course.*

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

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Appendix 4.   General information

4.1 Admission to the master programme Communication Science

- Applicants with a Bachelor's degree in Communication Science awarded by the University of Twente, Radboud University Nijmegen, University of Amsterdam, VU University Amsterdam or the Wageningen University will be admitted to the programme without further restrictions.
- Applicants with a pre-master's programme certificate in Communication Studies or Communication Science awarded by the University of Twente will be admitted to the programme without further restrictions.
- All other applicants are referred to the pre-master programme.

4.2 Admission to the pre-master's programme Communication Science

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

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

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

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

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

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Furthermore, an applicant needs to posses basic knowledge and skills with regard of the empirical cycle and have some insight into the fundamental principles of social science research and being able to design, conduct and evaluate quantitative and qualitative research.

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

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

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

4.3. Language of teaching and exams
The language of communication, instruction and examination in the pre-master's programme Communication Science and the Master's programme Communication Science is English.

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

4.5. Elective options and their related requirements
Students are allowed to follow courses from another master programme from the University of Twente (5 EC). If students choose elective courses from another master programme this has to be approved beforehand by the programme's Admission Committee and the programme director of the other Master's programme.

4.6. Programme committee (PC)
The Programme Committee deals with all matters directly related to the design and quality of education. The members of the programme committee are appointed by the Dean of the faculty. The members are recruited from students and teaching staff members of both the Bachelor's programme Communication Science and the Master's programme Communication Science on an equal basis (50% students and 50% staff members). The most up-to-date composition of the committee can be found at the webpage of the programme committees:
https://www.utwente.nl/en/bms/education/programme-committee-opsomming/.

The tasks of the programme committee towards the Education and Examination Regulations (EER):
- Right of consent on (WHW art. 9.18; September 1st 2017):
  - aims and final attainment targets of the programme in terms of knowledge, insight and skills that a student should have acquired at the end of the programme;
  - where necessary the layout of practical exercises;
  - the studyload of the programme and it's Educational Units.
- Giving advice on the Education and Examination Regulations (EER):
  - Assessing, on a yearly basis, the manner in which the Education and Examination Regulations (EER) are carried out.

- Giving advice - invited or not invited - to the programme management and the Dean on all matters relating to the teaching in the bachelor of science programme Communication Science.

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, comprehension and skills required to obtain a degree. Members of the Examination Board are appointed by the Dean of the faculty. The Board's main tasks are described in paragraph 5.1 of the common elements of this EER.

More information, including the most up-to-date composition of the Board can be found at the webpage of the Examination Board: https://www.utwente.nl/en/bms/examboard/. On this website all information for students, examiners and educational support staff about the examination boards of BMS is published. You will find the Rules and Guidelines, and the procedures and conditions for submitting a request.

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Appendix 5.   Transitional arrangements

5.1 In general

Article 8.4 of the EER 2020–2021 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.

- *Module component Communication Science (5 EC) from the module PM-COM: Theory, Skills, Project (201900086)*: This module component has been offered for the last time in the second semester 2019/2020. Students who want to follow this module component in 2020/2021 can follow the course Introduction in communication science (4 EC, 202000267).

- *Module component Academic Writing and Reading (5 EC) from the module PM-COM: Theory, Skills, Project (201900086):* This module component has been offered for the last time in the second semester 2019/2020. Students who want to follow this module component in 2020/2021 can follow the course Academic writing & reading PM COM (4 EC, 202001404).

- *Module component Qualitative Research Premaster Com (3 EC) from the module PM-COM: Theory, Skills, Project (201900086):* This module component has been offered for the last time in the second semester 2019/2020. Students who want to follow this module component in 2020/2021 can follow the course Qualitative research PM COM (4 EC, 202001405).

- *Research Project Premaster COM (201800357) (7 EC) from the module PM-COM: Theory, Skills, Project (201900086):* This module component has been offered for the last time in the second semester 2019/2020. Students who want to follow this module component in 2020/2021 can follow the course Academic research project PM COM (8 EC, 202001406).

- *Innovative Digital Public Services (201400188):* This course has been offered for the last time in 2019/2020. Students who want to follow this course in 2020/2021 have to choose another elective course; see table 4.

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Appendix 6.   Additional subjects

6.1. Graduation with distinction

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

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