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Programme-specific appendix to the EER 2018–2019

Master of Science programme

Communication Studies (MSc COM)

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

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

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

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

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

Article 4.1 sub 4 Education and Examination Regulations states that exam results are expressed in a whole mark from 1 to 10. For the pre-master's programme Communication Studies the following applies:

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

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

Course code	Course name	Study load in EC	Block	Examiner	Mode of examination
201300063	Research Methodology and Descriptive Statistics	5	1A	Dr. R.G. Koçer	Exam and assignment
201400328	Academic Writing Premaster COM	5	1A	Dr. A. Beldad	Assignment
192470410	Communication Science	5	1A	Dr. S. Janssen	Exam and assignments
201300064	Inferential Statistics	5	1B	Dr. H.A. van der Kaap	Exam and assignments
201300065	Communication Research and Design	5	1B	Drs. M.H. Tempelman	Exam
201300066	Research Project Pre-master COM	5	1B	Drs. M.H. Tempelman	Project report

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

Course code	Course name	Study load in EC	Block	Examiner	Mode of examination
201300063	Research Methodology and Descriptive Statistics	5	2A	Dr. R.G. Koçer	Exam and assignment
201400328	Academic Writing Pre-master COM	5	2A	Dr. A. Beldad	Assignment
192470410	Communication Science	5	2A	Dr. S. Janssen	Exam and assignments
201300064	Inferential Statistics	5	2B	Dr. H.A. van der Kaap	Exam and assignments
201300065	Communication Research and Design	5	2B	Drs. M.H. Tempelman	Exam
201300066	Research Project Pre-master COM	5	2B	Drs. M.H. Tempelman	Project report

Students only may start with the course Research Project Pre-master COM (201300066) when the prerequisites are met (see table 3).

Table 3 Prerequisites pre-master's programme Communication Studies

Course code	Course name	Prerequisites
201300066	Research Project Pre-master COM	Obligatory prior knowledge: Communication Science (at least grade 5), Research Methodology and Descriptive Statistics (at least grade 5), Academic Writing Pre-master COM (at least grade 6)

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

Binding recommendation (Study Advice)

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

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

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

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

Article 4.1 sub 4 Education and Examination Regulations states that exam results are expressed in a whole mark from 1 to 10. For the master's programme Communication Studies the following applies:

Education and Examination Regulations BMS's master's programme 2018-2019
Programme-specific appendix Communication Studies

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

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

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

Structure of the study programme

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

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

Table 4 Core courses Master's programme Communication Studies

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

Table 5 Specialization courses Organizational Communication & Reputation

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

Table 6 Specialization courses Technology & Communication

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

Table 7 Specialization courses Marketing Communication & Design

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

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

Table 8 Specialization courses Digital Marketing Communication

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

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

Table 9 Elective courses Master's programme Communication Studies

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

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

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

Master thesis

The Master's thesis (or Master's project or Master's assignment) is not supervised by a single responsible instructor. Instead, for each master thesis, there is a Master's committee consisting of at least one first supervisor and a second assessor. The Master's thesis is an individual project, and is

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

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

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

1c. Other programme-specific characteristics

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

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

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

1d. Honours programmes

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

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

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

Appendix 2. Aims and final attainment targets Master's programme COM

2a. Aims of the programme

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

1. In-depth knowledge and understanding of contemporary theories and core concepts of the discipline of communication science and the sub domain of the chosen master specialization.
2. Advanced academic competencies.
3. Advanced problem solving competencies.
4. Advanced professional competencies.
5. Personal development competencies.

2b. Final attainment targets

1. In-depth knowledge and understanding of contemporary theories and core concepts of the discipline of communication science and the sub domain of the chosen master specialization (Organizational Communication and Reputation, Technology and Communication, Marketing Communication and Design, Digital Marketing Communication). Graduates from the master programme Communication Studies:
 - 1.1. Have specialist and in-depth knowledge and understanding of contemporary theories and core concepts in the discipline of communication science.
 - 1.2. Have specialist and in-depth knowledge and understanding of contemporary theories and core concepts in their chosen master specialization.
 - 1.3. Are able to critically analyse and assess disciplinary concepts, theories, and models in communication science and the chosen master specialization.
 - 1.4. Understand the role of organizations, technology, and design in modern communication practice.
2. Advanced academic competencies. Graduates from the master programme Communication Studies:
 - 2.1. Can understand and reflect on the nature of academic knowledge and communication theories.
 - 2.2. Know how to systematically find, interpret and evaluate relevant academic literature.
 - 2.3. Are able to analyse complex communication-related phenomena and relate them to a theoretical framework, in such a way that it results in researchable and relevant questions.
 - 2.4. Are able to select a well-considered research design, methods and instruments that fit a problem statement and theoretical framework.
 - 2.5. Are able to collect, describe, process and analyse research data in an adequate and transparent manner, resulting in valid and reliable research outcomes.
 - 2.6. Are able to synthesize research results into clearly phrased conclusions and recommendations.
 - 2.7. Are able to 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.
 - 2.8. Are able to contribute to the development of the knowledge base of communication science or the sub domain of their chosen master specialization.
 - 2.9. Are able to report and present advanced academic work.

3. Advanced problem solving competencies. Graduates from the master programme Communication Studies:
 - 3.1. Can analyse complex technological, societal and organizational challenges from a communication perspective.
 - 3.2. Know how to systematically identify, analyse and resolve complex communication problems.
 - 3.3. Know how applied research methods can be used to address complex communication problems or optimize solutions.
 - 3.4. Apply academic concepts, insights, and theories when analysing and resolving complex communication issues.
 - 3.5. Can evaluate the quality of their own and other people's work (products and processes).
 - 3.6. Can integrate insights from other disciplines in their analysis of complex communication problems.

4. Advanced professional competencies. Graduates from the master programme Communication Studies:
 - 4.1. Have attained an advanced academic level of thought and reasoning. They have the capacity to:
 - 4.1.1. Think critically and creatively.
 - 4.1.2. Make connections between various concepts and to reflect on these connections.
 - 4.1.3. Explore different perspectives on technological, societal and organizational challenges.
 - 4.1.4. Engage in academic discourse.
 - 4.2. Have attained advanced communication skills. They have the capacity to:
 - 4.2.1. Communicate effectively with different stakeholders.
 - 4.2.2. Design and visualize ideas and solutions.
 - 4.2.3. Benefit from technological opportunities.
 - 4.2.4. Write effectively for different stakeholders.
 - 4.2.5. Persuasively present for different stakeholders.
 - 4.3. Have attained advanced organizational skills. They have the capacity to:
 - 4.3.1. Think and act strategically.
 - 4.3.2. Empathise with others.
 - 4.3.3. Collaborate in teams.
 - 4.3.4. Plan and manage project activities.
 - 4.3.5. Give and receive feedback.

5. Personal development competencies. Graduates from the master programme Communication Studies:
 - 5.1. Are sensitive to scientific, societal, and technological developments.
 - 5.2. Are aware of the ethical implications involved in academic work.
 - 5.3. Are able and willing to reflect on their own competencies and professional actions.
 - 5.4. Are able and willing to critically reflect on and form an opinion on the meaning and value of academic knowledge.
 - 5.5. Are able to initiate and shape their own learning and working process, and bear responsibility for their own professional development.

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

3a. Examinations Master's programme Communication Studies

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

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

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

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

Table 10 Prerequisites pre-master's programme Communication Studies

Course code	Course name	Prerequisites
201300066	Research Project Pre-master COM	Obligatory prior knowledge: <ul style="list-style-type: none"> • Communication Science (at least grade 5), • Research Methodology and Descriptive Statistics (at least grade 5), • Academic Writing Pre-master COM (at least grade 6)

3d. Required sequence of exams / Prerequisites Master's programme COM**Table 11 Prerequisites Master's programme Communication Studies**

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

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

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

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

Appendix 4. General information

4a. Admission to the master programme

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

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

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

4b Admission to the pre-master's programme

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

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

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

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

1. General communication theories.
2. Corporate and organizational communication.
3. Marketing communication.
4. Technical and science communication.
5. Digital media.
6. Social & cognitive psychology, specifically: Behaviour change, Consumer psychology and Media psychology, Group processes, Decision making.
7. Human-technology interaction, specifically: Persuasive technology, Appropriation of technology and Usability & User experience, Online trust and privacy.
8. Philosophy, specifically: Philosophy of communication, Ethics.

9. Organization science, specifically: Leadership, Innovation and change, Strategy and Culture.
10. Design research, specifically: Product design, Environmental design and Multisensory communication.
11. Science, technology and society.

Further more applicant need 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 who will decide.

4c. Language of teaching and exams

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

4d. International cooperation and agreements

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

4e. Elective options and their related requirements

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

4f Programme committee (OLC)

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

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

- Right of consent on (WHW art. 9.18; September 1st 2017):
 - aims and final attainment targets of the programme in terms of knowledge, insight and skills that a student should have acquired at the end of the programme;
 - **where necessary the layout of practical exercises;**

- the studyload of the programme and its Educational Units,
- Giving advice on the Education and Examination Regulations (EER):
 - Assessing, on a yearly basis, the manner in which the Education and Examination Regulations (EER) are carried out;
 - Giving advice - invited or not invited - to the programme management and the Dean on all matters relating to the teaching in the bachelor of science programme Communication Science.

4g. Examination Board

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

The Board's main tasks are described in paragraph 5.1 of the common elements of this EER. More information, including the most up-to-date composition of the Board can be found at the following website: <https://www.utwente.nl/bms/examboard/>.

Appendix 5. Transitional arrangements

In general

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

Persuasive Communication (192402500) (5 EC)

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

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

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

Positive Organizing (201400185) (5 EC)

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

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

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

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

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

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

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

Authoring and Collaboration Tools (201300228) (5 EC)

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

Advertising and Marketing Psychology (201200049) (5 EC)

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

Design and Emotion (201500440) (5 EC)

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

Corporate Visual Identity Management (192403750) (5 EC)

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

Appendix 6. Additional subjects**6a. Graduation with distinction**

If upon sitting the Master's examination, the student has given evidence of exceptional capability, 'cum laude' (with distinction) will be recorded on the degree certificate. A student is considered to have exceptional capability if each of the following conditions is met:

- a. the average mark awarded for the study units of the Master's examination is at least 8.0;
- b. in the determination of this average, the units that were not evaluated with a numerical mark or for which an exemption was granted are not considered;
- c. no graded work was redone;
- d. all units were evaluated with a mark of 7 or higher;
- e. the mark for the final unit (Master's project or Master's thesis) is at least an 8.

In exceptional cases the Examination Board may grant the designation of 'cum laude' if the conditions 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.