

Overview modules and module components B1 Communication Science 2016/2017

	Module 1.1		Module 1.2		Module 1.3		Module 1.4		
Learning-teaching tracks	Going Viral	Test grade	Damage Control	Test grade	User Experience	Test grade	Persuasive Technology	Test grade	
A: Project	Digital Viral Campaign Planning	5EC 33%	Reputation and Crisis Management	5EC 33%	User Perspectives in Technology Design	4EC 26%	Technology Design and Compliance	4EC 27%	18EC
B: Theory	Marketing Communication and Social Media	4EC 27%	Strategic Corporate Communication	4EC 27%	Human-Technology Interaction	4EC 27%	Behavioural Change	3EC 20%	15EC
C: Research Methodology	Research Methodology and Descriptive Statistics	3EC 20%	Data Collection and Scale Construction	3EC 20%	Qualitative Methodology I	4EC 27%	Inferential Statistics I	5EC 33%	15EC
D: Academic and Professional Skills	Academic Writing and Presenting	3EC 20%	Crisis Response and Media Representation	3EC 20%	Instructional Design	3EC 20%	App Design	3EC 20%	12EC
Weighted average module exam grade		15EC		15EC		15EC		15EC	60EC