

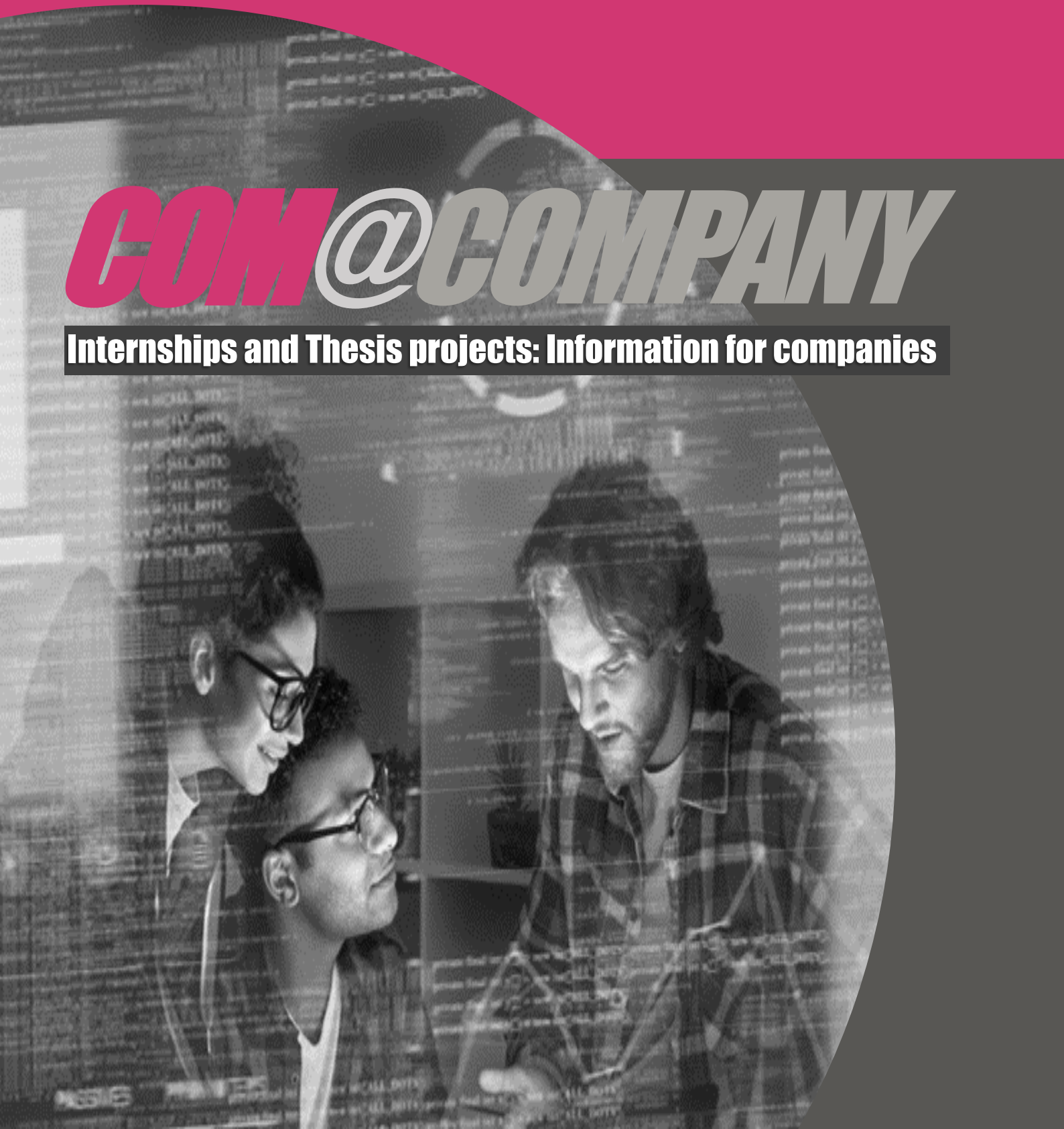
UNIVERSITY  
OF TWENTE.

**COMMUNICATION**

**SCIENCE** connecting  
society

# *COM@COMPANY*

**Internships and Thesis projects: Information for companies**



# Options for COM students to collaborate with companies

## Bachelor COM

WWW : <https://www.utwente.nl/en/education/bachelor/programmes/communication-science/>

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2. Bachelor Thesis (20 EC) Pages 5-6

## Master COM

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

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# 1 - Bachelor COM – Internships (15 or 30 EC)

## Bachelor Internships (15 or 30 EC)

In the elective semester of the 3<sup>rd</sup> bachelor year (September - January), COM students have the option to take on a 15 or 30 EC internship.

### 15 EC internship → Reflection module

The 15 EC internship corresponds with a study load of 420 hours, of which a student is expected to spend at least 320 internship hours at the internship company. This would for example equal a 4-day workweek during a period of 10 weeks. In this internship, students are expected to work along in the company to be able to learn on the job.

Students will develop several learning goals in advance and reflect on their learnings afterwards. Apart from the reflection on their learning goals students are also expected to write a popular blog article about their internship. These blogs will be made available to future students orienting on an internship.

### 30 EC internship → Reflection + Assignment module

Students can add an extra 15 EC to above referred to internship, which will then equal a study load of 30 EC or 840 hours of which the student is expected to spend at least 600 hours at the company. This would then for example correspond with a 4-day working week during a period of 20 weeks.

Next to the content mentioned for the 15 EC internship, students will add a project or assignment to their internship. The content and scope of this project must be determined by the student in consultation with the company. The project must benefit the company and is preferably closely related to the daily internship tasks. This, in order to prevent too much disturbance in daily internship tasks.

Students will draft an assignment proposal at the start of their internship and retrospectively will deliver a final product resulting from their project. This can be an advisory report, but it could also be a video documentary, podcast or webinar. Anything that suits the company best.

# 1 - Bachelor COM – Internships (15 or 30 EC)

## Summary & practicalities with regards to the Bachelor COM internships

- Internship period: 1<sup>st</sup> semester, typically September until January, but an earlier start is possible. Students must be back on campus by February for the start of the 2<sup>nd</sup> semester.
- Modalities: 15 or 30 EC / 420 or 840 hours / 10 or 20 weeks
- Number of candidates : annually approx. 20 students in the B-COM program choose to do an internship
- Reporting language: English
- Grading of internship: By university teacher, validated by a company evaluation
- Main language: By default English as the COM education has an international student base
  - Dutch can be mentioned by the company as a preferred main language, but the reporting language (reflection / assignment) must be English
- Internship fee: Paying an internship fee is common
- Publication of internship reports: Internship reports will **not** be published in the university library. The internship coordinator will archive a copy of the reports for quality assurance purposes.
- Expenses: Covering travel expenses for international (non-EU) students is common
- Student recruitment : Internship offerings can be send to the Internship coordinator (Mark Tempelman / [m.h.tempelman@utwente.nl](mailto:m.h.tempelman@utwente.nl))
- Recruitment period: Typically students will orient on internship from January onwards

## 2 - Bachelor COM – Bachelor Thesis (20 EC)

### Bachelor Thesis (20 EC)

In the second semester of the 3<sup>rd</sup> Bachelor year students are expected to elaborate their Bachelor Thesis. The Bachelor Thesis comprises 25 EC, corresponding with 560 hours of study load.

#### Aim and scope of the Bachelor Thesis

With the Bachelor Thesis students will empirically research a practical problem setting in order to come up with recommendations or an advice. Students are challenged to find their own thesis challenge or problem setting, which can originate from a societal development, a fictional case study or a company case study / research context. Students are encouraged to possibly link their research interest with a company, but this is not a fixed requirement.

Performing an empirical study is the basis for the Bachelor Thesis. Students are expected to collect data based on for example a survey, interviews or possibly collect a corpus of materials to perform content analysis. Students will be supervised on their research by one of the university teachers. A case study, context or research population can be defined in collaboration with a company.

Ultimately, students need to deliver a research report and they need to orally defend their study at a symposium session. Next to these two assessment aspects, the university supervisor will also evaluate the general performance of the student in terms of a process grade.

For companies, the benefit a Bachelor Thesis would be that students, supervised by a university teacher, deliver an objective research report about a topic of interest to the company. In other words; the company provides the student with a case study, context or target population for the study and in return the student delivers a research report. Examples of past Bachelor Theses are available in the [university library](#).

#### Scheduling of the Bachelor Thesis COM

The Bachelor Thesis COM has fixed start and end dates in the 2nd semester, running from February until July, covering approx. 20 weeks. In the first 10 weeks students will clarify their research question and elaborate on the method(s) they want to apply in their study, resulting in an introduction, a theoretical framework and a method description.

## 2 - Bachelor COM – Bachelor Thesis (20 EC)

Next to the COM@Work module that students are parallel working on in this first period of the semester (280 hours study load), this first part of the Bachelor Thesis will cover a study load of approx. 140 hours. In the second part of the semester, students will actually conduct the study, collect data, analyze data and write their report. During the second stretch of 10 weeks in the semester (mid April until July, students can be fully dedicated to their Bachelor Thesis, spending 420 hours of study load. If students, for example, aim at a collaboration with a company abroad, they can make arrangements to be at the company in this time frame. Students are expected to hand in their draft research reports mid June, aiming at data collection in the period of end April and May.

### Summary & practicalities with regards to the Bachelor Thesis COM

- Bachelor Thesis period: 2<sup>nd</sup> semester, February until end of June (approx. 20 weeks)
  - In the first 10 weeks (start February – mid April) 140 hours of study load
  - In the final 10 weeks (mid April – end of June) 420 hours of study load
- Attendance at the company: Not a fixed requirement, but for coordination, consultation and research activities students are expected to make arrangements with the company.
- Number of candidates: Annually approx. 40 to 50 students start their Bachelor Thesis
  - Approx. 30% of the student population is Dutch, 70% is international
- Grading of the Bachelor Thesis: By university teachers (report, process and presentation)
- Main language: By default English as the COM education has an international student base
  - Dutch proficiency can be required by the company (in the case of interviews with Dutch participants), but the reporting language of the Bachelor Thesis will be English
- Publication: All Bachelor Theses will be published in the online accessible university library
- Graduation fee: Paying a graduation fee is optional
- Expenses: Covering travel expenses for international (non-EU) students is common
- Student recruitment: Bachelor Thesis offerings can be send to the Internship & Thesis coordinator (Mark Tempelman / [m.h.tempelman@utwente.nl](mailto:m.h.tempelman@utwente.nl))
- Recruitment period: Typically students will orient on internship from January onwards

## 3 - Master COM – Master Thesis (25 EC)

### Master Thesis (25 EC + 5 EC thesis proposal)

Finalizing the 60 EC Master COM program, students will conduct an academic research to elaborate on their Master Thesis (25 EC). Prior to the start of their Master Thesis students will develop a research proposal for their thesis in the Research Topics course (5 EC). Master Thesis projects can start at any given moment and students are expected to manage the study load (25 EC = 700 hours) themselves, indicating that there are no fixed end dates for the Master Thesis.

#### Aim and scope of the Master Thesis (25 EC)

Comparable to the Bachelor Thesis, student will also design and execute an empirical study. However, the focus during the Master Thesis is more on academic implications, rather than practical implications. A general question we would ask students when orienting on their Master Thesis is: “Why would your Master Thesis be interesting to publish in an academic journal..?”. Hence, how does the thesis contribute to the knowledge within the domain of Communication Science..? However, in order to conduct an empirical study, students can collaborate with organizations that can potentially provide a case study, context or research population. Companies could benefit by receiving an objective research about a topic of their interest, supervised by two university teachers.

Regarding the assessment, students are expected to deliver a report or article about their research and students need to orally defend their research during a colloquium session. The report and defense will be graded by two university teachers. Next to these two assessment aspects, the university supervisor will also evaluate the general performance of the student in terms of a process grade. Examples of past Master Theses are available in the [university library](#).

#### Research proposal as the starting point (Research Topics 5EC)

Prior to the start of the Master Thesis students will elaborate a research proposal during the Research Topics course (5 EC). A topic of interest to the company can serve as input to the student in elaborating this research proposal. It is not mandatory that students continue in their Master Thesis based on this research proposal, but it does allow students to obtain a head start in their Master Thesis.

## 3 - Master COM – Master Thesis (25 EC)

### Scheduling of the Master Thesis

The Research Topics course, in which students start writing a proposal, is offered in each semester and subsequently students can continue in their Master Thesis. For students starting in September (1<sup>st</sup> semester), this would indicate that they will start elaborating their proposal as of mid November and that they will afterwards start the actual research for the Master Thesis as of February. For students starting with the master COM in February, they will elaborate their proposal starting mid April and onwards start their Master Thesis activities as of September. The actual duration of the Master Thesis depends on how the students schedules his / her research activities, possibly in consultation with a company. The university will not set any fixed end dates for the Master Thesis.

### Summary & practicalities with regards to the Master Thesis COM

- Start and duration Master Thesis: Throughout the academic year, but mostly at the start of each semester (September or February). Duration dependent on scheduling of activities by the student. However nominal duration would be 6 to 8 months.
- Attendance at the company: Not a fixed requirement, but for coordination, consultation and research activities students are expected to make arrangements with the company.
- Number of candidates: Per semester approx. 30 to 40 students start their Master Thesis
  - Approx. 30% of the student population is Dutch, 70% is international
- Grading of the Master Thesis: By two university teachers (report, process and presentation)
- Main language: By default English as the COM education has an international student base
  - Dutch proficiency can be required by the company (in the case of interviews with Dutch participants), but the reporting language of the Master Thesis will be English
- Publication: All Master Theses will be published in the online accessible university library
- Graduation fee: Paying a graduation fee is optional.
- Expenses: Covering travel expenses for international (non-EU) students is common
- Student recruitment: Master Thesis offerings can be send to the Internship & Thesis coordinator (Mark Tempelman / [m.h.tempelman@utwente.nl](mailto:m.h.tempelman@utwente.nl))
- Recruitment period: Typically students will orient from the start of each semester



## 4 - Optional Master (Thesis) Internship (5 EC)

### **Optional Master Internship (5 EC) → Linked to the Master Thesis (25 EC)**

When a student collaborates with a company for the Master Thesis, there is an option for the student to link a Master Internship as an elective course in the M-COM program. The basis needs to be a collaboration on the Master Thesis, but on the side of the thesis research activities, students can be involved in other more practical COM-related projects at the company.

#### **Aim and scope of the Master Internship (5 EC)**

The 5 EC Master Internship has a study load of 140 hours, of which is expected that at least 120 hours are spend on internship activities and 20 hours can be spend on reporting about the internship. Regarding the reporting, students are expected to develop two personal and two academic learning goals on which they want to reflect after the internship. Personal learning goals could for example be improving time management skills, presentation skills or other professional competencies. For the academic learning goals it is important that the student is able to link this with existing knowledge in the subject field of the learning goal. These learning goals can comprise topics that are for example related to operational practices or procedures at the company. For example when benchmarking certain communication strategies of a company, students could review competitor strategies and combine this with existing academic and / or professional knowledge. The reflection on these academic learning goals can potentially also benefit an organization.

By the start of the internship, students need to deliver a preparation report in which their learning goals are formulated and elaborated on applying the SMART principle. Retrospectively students are expected to reflect on their learnings towards their goals in a reflection report. The internship will be graded by a university teacher based on the reporting. A company evaluation of the interns performance will serve as a validation of the teacher grading as a result of the reporting.

## 4 - Optional Master (Thesis) Internship (5 EC)

### Scheduling of a Master Internship (5 EC)

Students, in consultation with the company, can be flexible in scheduling their internship hours. Students are also allowed to spend more than the required (120) internship hours, but this may affect the duration of their Master Thesis research at the company. For example, students can spend one day a week on internship activities for a period 15 weeks to meet the 120 internship hours. On the other hand, students can also choose to dedicate their first month at the company for their internship and afterwards start working on their Master Thesis.

### Summary & practicalities with regards to the Master Internship

- Start and duration Master Internship: Throughout the academic year, but mostly at the start of each semester (September or February). Duration is a minimum of 120 hours at the company. Scheduling is flexible in consultation with the company.
- Number of candidates: Per semester 30 to 40 students start their Master Thesis and approx. 25% of the students opt for a Master Internship linked to their thesis project at a company.
  - Approx. 30% of the student population is Dutch, 70% is international
- Grading of the Master Internship: By university teacher (preparation + reflection report), validated by a company evaluation.
- Main language: By default English as the COM education has an international student base
  - Dutch proficiency can be required by the company, but the reporting language will be English
- Publication: Master Internship reports will **not** be published in the university library. The internship coordinator will archive a copy of the reports for quality assurance purposes.
- Internship fee: Paying an internship fee is common
- Expenses: Covering travel expenses for international (non-EU) students is common
- Student recruitment: Linked to Master Thesis projects. Master Thesis offerings can be sent to the Internship & Thesis coordinator (Mark Tempelman / [m.h.tempelman@utwente.nl](mailto:m.h.tempelman@utwente.nl))
- Recruitment period: Typically students will orient from the start of each semester

## Contact information

### COM Internship and Thesis coordinator

For recruitment of B/M COM students and information about content of B/M COM internships and thesis projects.

Mark Tempelman (MSc)

E : [m.h.tempelman@utwente.nl](mailto:m.h.tempelman@utwente.nl)

T : +31 6 1350 1331 or +31 53 489 3299 (Department secretary)

### BMS faculty Internship & Assignment coordinator

For questions about internship agreements, formalities regarding international students or questions about thesis and internship options at other educational programmes of the UT-BMS faculty

Leonie ten Have (MSc)

E : [l.s.tenhave@utwente.nl](mailto:l.s.tenhave@utwente.nl)

T : +31 53 489 1218

# Communications Advisor

Sustainability manager

Online marketer

Marketing and

Issue

Manager

Communication Employee

Brand manager

Copywriter

Account manager

Product manager

Researcher

Social media manager

Content manager

Consultant

Corporate brand manager

Owner communication agency

Designer

Freelancer

Project manager

PhD student