PROGRAM FOR TODAY

1. WHAT IS COMMUNICATION SCIENCE?
2. THIS IS YOU
3. THIS IS US
4. INNOVATIVE EDUCATION
5. LIFE AS A STUDENT
6. CAREER PROSPECTS
7. ADMISSION
1. WHAT IS COMMUNICATION SCIENCE?
WHAT IS COMMUNICATION SCIENCE?

Communication Science focuses on the ways people interact, share information, collaborate, and build lasting relationships. It is about measuring, understanding and predicting human behaviour to make a positive difference. This can be done on a technical, organizational or on a design level.
2. THIS IS YOU
YOU HAVE A BROAD INTEREST AND AN OPEN MIND

COMPLEX SITUATIONS AND CHALLENGES ATTRACT YOU

YOU CARE ABOUT SOCIETY AND WANT TO ENGAGE WITH IT
YOU ARE OBSERVANT AND SENSITIVE AND SEE THINGS OTHERS MISS

YOU ARE AWARE OF THE IMPACT OF TECHNOLOGY ON SOCIETY, BUT NOT NECESSARILY A TECHNICIAN YOURSELF

YOU BELIEVE IN NEW REVOLUTIONARY WAYS OF COMMUNICATING
3. THIS IS US
CHANGE BECOMES
THE NEW NORMAL

CONFUSING COMPLEXITY:
WE NEED TO MAKE SENSE

TECHNOLOGY AFFECTS
EVERYTHING;
WE AFFECT TECHNOLOGY
‘WE AIM TO EDUCATE THE COMMUNICATION PROFESSIONAL OF THE FUTURE BY CONNECTING COMMUNICATION THEORIES WITH ORGANIZATIONAL CONTEXTS, TECHNOLOGICAL DEVELOPMENTS AND DESIGN.’
WHY COMMUNICATION SCIENCE AT A TECHNICAL UNIVERSITY?
4. INNOVATIVE EDUCATION
CS PROGRAM

YEAR 1
GOING VIRAL
FACILITATING TECHNOLOGICAL CHANGE

YEAR 2
DAMAGE CONTROL
THE PRIVACY PARADOX

YEAR 3
USER EXPERIENCE
COMMUNICATION BY DESIGN

ELECTIVES
ELECTIVES

ORGANISATION DESIGN TECHNOLOGY

A BETTER WORLD
BACHELOR THESIS
PERSUASIVE TECHNOLOGY
CHANGING ORGANIZATIONS
THE PRIVACY PARADOX
COMMUNICATION BY DESIGN
USER EXPERIENCE
DAMAGE CONTROL
FACILITATING TECHNOLOGICAL CHANGE
GOING VIRAL
ELECTIVES
Twente Educational Model:
• Project based learning
• Four modules a year
• 10 week modules of 15 EC (1 EC = 28 HRS)
• Binding study advice
• Four learning trajectories
• Theory meets practice
• Multidisciplinary on the campus
MODULE 3
USER EXPERIENCE

Explain technology
MODULE 4
PERSUASIVE TECHNOLOGY

Shark tank presentations
THIRD YEAR ELECTIVES

- MINOR @ UT
- MINOR AT ANOTHER UNIVERSITY
- HTHT MINORS
- PREMASTER
- INTERNSHIP
5. LIFE AS A STUDENT
UNIVERSITY OF ALICIA & MEI
ONE WEEK IN THE LIFE OF A CS STUDENT...

ALICIA
- 21 YEARS OLD
- SECOND YEAR STUDENT
- GESEKE
- LIVES IN BETWEEN THE CAMPUS AND THE CITY CENTRE

Mei
- 19 YEARS OLD
- SECOND YEAR STUDENT
- JAKARTA
- LIVES IN BETWEEN THE CAMPUS AND THE CITY CENTRE
COM AT THE UT IS...
COM AT THE UT IS...

TWENTE EDUCATIONAL MODEL

• GROUP WORK
• APPLYING THEORY
• EXAMPLE OF A PROJECT
COM AT THE UT IS...

PERSONAL SUPPORT

• STUDENT ADVISOR
• TUTOR / MENTOR
• REGULAR APPOINTMENTS
COM AT THE UT IS...

STUDY ASSOCIATION COMMUNIQUÉ

- INTERNATIONAL
- A CHANCE TO DEVELOP YOURSELF
- MAKE THE MOST OUT OF YOUR TIME AS A STUDENT IN ENSCHEDE
COM AT THE UT IS...

- Easy to find a room
- International Office
- City Centre

EASY HOUSING AND CHEAP RENT

- +/- €275 a month
COM AT THE UT IS…
THE NETHERLAND’S ONLY REAL CAMPUS
THE FIVE KEY ELEMENTS OF YOUR STUDY

- Project Groups: 20%
- Tutorials: 20%
- Lectures: 20%
- Independent Studying: 30%
- Supervised Project Groups: 10%

COMMUNICATION SCIENCE

UNIVERSITY OF TWENTE.
STUDENT FOR A DAY

DO YOU WANT TO EXPERIENCE A DAY OF A STUDENT?
SIGN UP FOR A STUDENT FOR A DAY EXPERIENCE AT THE UNIVERSITY OF TWENTE.

• DURATION: 1 DAY

SIGN UP AT:
WWW.UTWENTE.NL/EN/STUDENT-FOR-A-DAY OR GET A SIGN UP SHEET AT OUR STAND!
6. CAREER PROSPECTS
AFTER BACHELOR

- MASTER COMMUNICATION STUDIES UT (65%)
- OTHER MASTER AT THE UT (8%)
- OTHER UNIVERSITY (9%)
- PREMASTER (4%)
- MASTER (5%)
- WORK (9%)
- UNKNOWN/TRAVELLING (9%)
MASTER SPECIALISATIONS

ORGANIZATIONAL COMMUNICATION & REPUTATION
TECHNOLOGY & COMMUNICATION
MARKETING COMMUNICATION & DESIGN
DIGITAL MARKETING COMMUNICATION
OTHER MASTER
CURRENT EMPLOYMENT STATUS OF MSC-COM ALUMNI BY ACADEMIC YEAR

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Working (%)</th>
<th>Searching (%)</th>
<th>Further Education (%)</th>
</tr>
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<tbody>
<tr>
<td>2016/2017</td>
<td>91%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>2015/2016</td>
<td>97%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>2014/2015</td>
<td>99%</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

HOW LONG DOES IT TAKE STUDENTS TO FIND A JOB?

- Within 1 month: 66%
- Within 2 months: 13%
- Within 3 months: 7%
- Within 6 months: 4%
- Longer than 6 months: 3%
- Still searching: 7%
LABOUR MARKET
JOB OPPORTUNITIES

Top-5 - Job profiles, based on function title
- Marketing & Advertising
- Public Relations & Communication
- Management Consulting
- ICT-services
- Researcher
7. ADMISSION
ADMISSION REQUIREMENTS

- VWO (ALL PROFILES) AND EQUIVALENTS LIKE ABITUR OR INTERNATIONAL BACCALAUREATE
- QUESTIONS? DISCUSS IT WITH THE ADMISSION OFFICE. WRITE A MAIL TO ADMISSIONOFFICE@UTWENTE.NL OR CALL THE FOLLOWING NUMBER: 0031-53-4894358
- MORE INFORMATION: HTTPS://WWW.UTWENTE.NL/EN/EDUCATION/BACHELOR/ADMISSION/
REGISTRATION AND PROCEDURE

- PLEASE REGISTER BEFORE THE 1ST OF MAY!
  - Then you have the right to use matching activities

- MATCHING ACTIVITIES MEAN:
  - Online questionnaire
  - Interview with your Student advisor
  - Advise (non-binding)
  - Student for a day

- STUDIELINK: www.studielink.nl
- STUDY START: September 2018

- If you have questions regarding your enrollment or subscription, you can contact the Studentenservice-Team. Write a mail to studentservices@utwente.nl or call 0031-53-4892124
YOUR CHOICE OF STUDY

1. WHAT DO I FIND INTERESTING
2. VISIT THE OPEN DAY
3. A DAY AT THE COLLEGE
4. SUBSCRIBE
5. CHECK YOUR CHOICE OF STUDY
6. STUDY