Welcome. You have chosen for pre-master’s programme Communication Studies at the University of Twente (UT) in the Netherlands in order to prepare yourself for the master programme Communication Studies (M-COM) and one of its specializations: Corporate Communication, Marketing Communication or Technical Communication.

The pre-master’s programme is a transfer and bridging programme in which you will gain the knowledge and skills you need for successful participation in the master’s programme Communication Studies. The full pre-master’s programme comprises of both domain-specific (Communication Science) courses and courses which address generic academic and research methodological competences.

In this study guide you will read about the study programme, the content of the courses, rules within the programme, organization, study guidance, counselling and quality assurance.

I hope that you will enjoy your time studying at the UT. But, more importantly still, I hope that you will be able to realize your full potential and perform to the best of your ability. I hope that this pre-master’s programme and the master’s programme in Communication Studies bring out the very best in you.

Prof.dr. Menno de Jong
Programme director Communication Science
The half-year English taught pre-master’s programme can only be followed on a full-time basis. For the full-time pre-master’s programme, you will have lectures and classes on three or four (parts of) a days per week on average.

There are two terms of enrolment in the pre-master programme. You can start in the first semester of the academic year, in September or in the second semester, in February, with this programme. Admission to the master’s programme Communication Studies is also possible in September or February.

Each semester is divided into two blocks. Each block consists of seven lecture weeks and subsequently a week in which as less as possible lectures are planned. Each block ends with two weeks in which the examinations are planned. The full pre-master’s programme consists of 30 EC (European Credits, 1 EC corresponds with 28 hours of study load). A nominal study load is 15 EC (three courses) in a block.

The programme comprises of six compulsory courses of 5 EC, three generic academic courses and three domain specific courses. The generic academic courses are: Research Methodology and Descriptive Statistics and Inferential Statistics. These courses will be offered simultaneously to students from the other pre-master’s programmes Educational Science and Technology, Business Administration, Public Administration, European Studies and Psychology. The domain specific courses are Communication Science, Communication Research and Design, Academic Writing Premaster and Research Project Pre-master.

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<th>Study programme Pre-master Communication Studies 2017/2018</th>
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| 5EC Academic Writing Pre-master                            |
| 201400328                                                 |
| 5EC Research Project Pre-master                            |
| 201300066                                                 |
| 5EC Academic Writing Pre-master                            |
| 201400328                                                 |
| 5EC Research Project Pre-master                            |
| 201300066                                                 |
COURSE DESCRIPTIONS

COMMUNICATION SCIENCE (192470410)
This course provides a broad overview of the most important concepts, theories and models in the field of communication science, with a focus on solving practical communication problems and developing and refining our knowledge of what makes communication work. The course serves as an introduction to communication in the wide variety of domains in which it is practiced and studied, such as marketing communication, organizational and corporate communication, health communication, technical communication and communication through new media and ICTs. It is essential for preparing you for the master programme Communication Studies. We expect you to actively engage in the classroom activities and discussions. We assume that you will come well prepared to each session, having read the assigned material thoroughly and critically.

COMMUNICATION RESEARCH AND DESIGN (201300065)
This course provides an overview of practically relevant research questions and the methods and instruments available to answer these questions. On the one hand the course focuses on questions and methods relevant in communication design processes, like pre-design research, formative evaluation and summative evaluation. On the other hand methods and questions relevant in organisational communication are discussed (communication audits, identity, image and reputation research, etc.). In addition the course focuses on students’ insights into the merits and restrictions of specific communication research methods, in terms of reliability and validity. Methods that are discussed are (among others) the Q-sort technique, mystery shopping, network analysis, eye-tracking, participatory research, focus groups, observation, questionnaires, functional analysis and projective techniques.

ACADEMIC WRITING PRE-MASTER (201400328)
The course provides participants with the necessary skills for the preparation of academic articles/ manuscripts in English. Participants will also be taught the techniques of effective information search, the ways to work with scientific articles and evaluate them, and the conventions used in literature citation and referencing. Participants will be expected to perform skill-building exercises during the different sessions. Writing tasks will also be given to provide participants the opportunity to practice and/or improve their writing skills. A total of 7 sessions are scheduled and each session will be a combination of workshops and short lectures. Attendance to all the sessions is obligatory. The primary basis for student assessment is a comprehensive literature review based on, at least, 15 scientific articles. This course is only accessible for students who have been admitted to the pre-master programme of Communication Studies.

RESEARCH METHODOLOGY AND DESCRIPTIVE STATISTICS (201300063)
In this course students are introduced to the basic principles of empirical research in the social sciences. The role of research in both testing theories ('empirical cycle') and design methodology will be treated. Doing so, also some attention will be paid to some science-philosophical background (especially to Popper's critical-rationalism). The students get acquainted with some important types of research (pre-experimental, experimental, quasi-experimental, correlational research and qualitative research as complementary to quantitative research) and its potential threats to internal and external validity. The following phases of conducting scientific research will be dealt with in more detail:
1. formulating research question(s) (embedded within a relevant theoretical framework and mostly emanating from a literature study),
2. splitting up (central) research question(s) into sub questions,
3. formulating hypothesis(s),
4. setting up a research design,
5. developing measurement instruments (including reliability and validity as its two most important quality criteria),
6. collecting data (including sampling strategy),
7. analysing data,
8. drawing conclusions and reporting results (including discussion).

Additionally, an introduction will be given to descriptive statistics in this course. The following descriptive statistics topics are addressed: displaying distributions with graphs, describing distributions with numbers, correlation, regression, relations between categorical variables (contingency tables). Furthermore, an introduction session in the statistical IBM SPSS programme will be given.

INFERENTIAL STATISTICS (201300064)
This course introduces inferential statistics (i.e. tests and confidence intervals). Concepts from inductive statistics are discussed on the basis of conclusions concerning an average with a known population standard deviation (i.e., z test). Additionally, several popularly used statistical techniques are treated: t-tests (both independent and dependent), binomial tests (both for a single proportion and two proportions), and chi-squared tests of independence. Also several popularly used (more advanced) statistical techniques are addressed:
simple linear regression, multiple linear regression, one-way and two-way analysis of variance (one-way ANOVA and two-way ANOVA), and nonparametric tests. During the in-class computer exercises, students are taught analysing small and greater data files using the IBM SPSS statistical programme.

**RESEARCH PROJECT PRE-MASTER (201300066)**

Following the course of Academic Writing, the Research Project course in the Pre-master Communication Studies, is concerned with the actual design, and implementation of a quantitative (experimental or correlational) study. Looking at the various stages of the empirical research cycle, students will a) design the research methods and instruments on order to collect data, b) perform statistical data analysis to provide the research findings and c), reflect on the research finding and research design in the conclusions and discussion section.

During the course students will work in groups to elaborate a measurement instrument and collect data about a pre-fixed research theme. Based on the theme, each group will be assigned to a teacher / supervisor. There will be plenary or supporting lectures as well as group meetings with the supervisor. Students work in groups, but write an individual research report. The course will be assessed by means of a written report (85%) and active participation (15%).

You only can start with this course when you have at least the grade 5 for the courses (of the previous block): Communication Science and Research Methodology and Descriptive Statistics and at least the grade 6 for the course Academic Writing.

**RULES IN THE PROGRAMME**

The pre-master programme is designed not only to address any deficiencies in your prior knowledge, but it is also an efficient way to find out whether studying at a research university in the field of Communication Studies is right for you. To this end, a couple of rules apply in this programme. We ask you to fulfil the requirements of the pre-master programme within 1 year. So the maximum registration period for completing the pre-master’s programme is one (1) year for all students. During this period a student may sit maximal two (2) times for an (interim) exam. If a student fails to pass the second time for one or more (interim) exams the student will receive a negative and binding study-advice. The student consequently will be excluded from the pre-master’s programme Communication Studies. This means you need to take the pre-master’s programme seriously. You cannot expect to be successful in the pre-master’s if your approach is half-heartedly; it is meant as a half year (1 semester) of full-time study. That said, in practice almost all motivated students complete the programme in the allowed time and will start in the master programme Communication Studies after they have finished the (full) pre-master programme.
ORGANIZATION, STUDY GUIDANCE AND COUNSELLING

During your pre-master programme you can count on sufficient supervision, with several staff members playing a role. The University of Twente also offers additional student supervision and counselling, you can, if necessary, go to the Bureau of Student Psychologists and the student deans.

PROGRAMME DIRECTOR AND MANAGEMENT TEAM

The programme director is Menno de Jong. He is supported by a management team consisting of Joyce Karreman (organization & management), Thomas van Rompay (curriculum development), and Mark van Vuuren (external affairs). Programme director and management team are always open for feedback, suggestions or innovative ideas. Contact information:

- Prof.dr. Menno de Jong, Cubicus Building, Room C201, e-mail m.d.t.dejong@utwente.nl.
- Dr. Joyce Karreman, Cubicus Building, Room C210, e-mail j.karreman@utwente.nl.
- Dr. Thomas van Rompay, Cubicus Building, Room C208, e-mail t.j.l.vanrompay@utwente.nl.
- Dr. Mark van Vuuren, Cubicus Building, Room C205, e-mail h.a.vanvuuren@utwente.nl.

STUDY ADVISERS

As study advisers, Gert Brinkman and Jeanet Luijerink offer advice on study-related issues and can discuss practical matters concerning the study with you. You can contact them with any individual problem relating to the programme, studying in general, or personal circumstances. You can also discuss your experiences with courses, complaints, study choice, planning, delay, graduation support, exemptions, and (course and examination) regulations. If necessary, they can refer you to other professionals within or outside the university for help. Jeanet Luijerink is the primary study adviser for the Master’s programme, but when she is absent you can also contact Gert Brinkman. Contact information:

- Bachelor: Drs. Gert Brinkman, Cubicus Building, Room C118, e-mail g.w.brinkman@utwente.nl.
- (Pre-)Master: Jeanet Luijerink, Cubicus Building, Room C106, e-mail j.w.m.luijerink@utwente.nl.

PROGRAMME OFFICER

Astrid Oppers-van den Berg is responsible for the programme administration. She supports the students and lecturers in an administrative way. She works in consultation with the programme director, programme coordinators, study counsellors and the internship- and graduation coordinator. She is among other things responsible for:

- assigning and adjusting of exam programs,
- organization of colloquia,
- applying and preparation for diplomas and certificates,
- placing education-related announcements on the student portal,
- supporting the examination boards and program committee.

If you have questions about one of the above mentioned topics, the programme officer is the first person to contact.

- Astrid Oppers-van den Berg, Ravelijn Building, Room 3262, email: BOZ-CW-CES@utwente.nl.

PROGRAMME COORDINATOR

As programme coordinator, John Sevens provides policy support to the programme director and is responsible for the organizational, procedural and intrinsic coordination and harmonization of the Bachelor’s and Master’s programmes. If you have a complaint or a practical question about the programme or a certain course, the programme coordinator is the first person to see. Contact information:

- Drs. John Sevens, Ravelijn Building, Room R3111, email: p.m.j.sevens@utwente.nl.

INTERNSHIP AND GRADUATION COORDINATOR

The internship and graduation coordinator is Mark Tempelman. He forms the link between the students and the working field when you are searching for an internship or a graduation project. You can also contact him with any questions you may have about internships and graduating. He receives requests from organizations that are looking for communication students for research or for an internship. Contact information:

- Drs. Mark Tempelman, Cubicus Building, Room C216, email: m.h.tempelman@utwente.nl.

STUDY ASSOCIATION COMMUNIQUÉ

Communiqué is the study association for students in the Bachelor’s and Master’s programmes of Communication Science at the University of Twente. Communiqué offers a friendly place where everyone is welcome to discuss their ideas over a cup of coffee or tea. In addition, the study association provides various services and organizes many activities for its members. Communiqué organizes field trips, lectures and colloquia, sells textbooks at a discount, and arranges social activities like drinks and parties. Communiqué also organizes an introduction day in August to welcome the new students. Contact info:

- Communiqué, Study Association for Communication Science, Cubicus Building, Room B105.
QUALITY ASSURANCE

Quality Assurance involves a continuous improvement of our programme. Many stakeholders are involved, each with a specific contribution in the Plan Do Check Act cycle. Below we clarify the involvement of various stakeholders with evaluation and improvement.

• Students
Students share their experiences in panel meetings and periodic surveys, such as course evaluation surveys, programme evaluation surveys and the National Student Survey. Students participate in the Programme Committee where the student experiences are discussed and the Programme Director is advised about possible improvements.

• Teaching Staff
Teachers evaluate their teaching experiences based on direct feedback in classes, information from student experience surveys, and panel meetings; they also critically evaluate the examination results. Teachers use the Quality Assurance pages to communicate which improvements they will make in the next edition of their courses. Teachers share their opinions and experiences in regular meetings with the Programme Director. Some teachers are involved in the Programme Committee.

• Programme Committee
The Programme Committee (in Dutch: Opleidingscommissie) is a legal body supporting educational quality enhancement. The Programme Committee has 3-5 teaching staff members and an equal number of students. The Programme Committee discusses educational experiences and results and advises the Programme Director about improvements. The Programme Committee also monitors the realisation of improvements.

• The Programme Director
The Programme Director is in charge of all aspects of a programme. The Programme Director agrees on improvement plans for courses as proposed by teaching staff, taking the recommendations by the Programme Committee into account. The Programme Director reports annually about programme improvements to the Dean. Typical aspects of concern are intake, drop-out rates, pass rates, final results, quality of teaching, profile of the programme, the connection with state of the art research, and employability.

• Student Association Communiqué
The board of our study association Communiqué has an Educational Affairs officer, who is in direct contact with the programme’s Management Team. The Educational Affairs officer participates in quality discussions and proposes improvements in the programme. In addition, the study association organizes an Educational Feedback Committee (EFC, formerly known as SOCOM), which serves as a low-threshold way of collecting feedback on modules and programme during the year.

• Examination Board
The Examination Board is the legal internal body assigned with safeguarding the quality of examination in the programme, thus safeguarding the quality of the diploma. The Examination Board consists of expert examiners who take an independent stand while assessing the quality of examinations and final theses in the programme. The assessment may result in directions for examiners and the Programme Director. The board reports annually to the Dean.

• NVAO
All programmes are subject to external Quality Assurance for maintaining national accreditation by the NVAO. The NVAO framework overlooks our internal Quality Assurance cycles every six years. The NVAO assesses in particular the profile of the programme, the final qualifications, graduation rates, quality of staff, and viability of the programme.
CONSULTATIVE COMMITTEES

EDUCATIONAL FEEDBACK COMMITTEE (EFC)
The EFC is a student committee that forms part of Communiqué. The EFC collects feedback of students on the programme and on specific modules, and ensures that the feedback is passed on to the relevant people within the programme (module coordinators, teaching staff, Programme Coordinator, or Programme Director). Students can provide their feedback online (http://www.communique.utwente.nl/feedback). The EFC meets once a month and considers complaints, suggestions and feedback submitted by students. When problems occur, a solution is sought in close collaboration with the teaching staff within the programme. The Programme Coordinator also attends the EFC meetings to facilitate direct and open communication between programme and students.

EXAMINATION BOARD BEHAVIOURAL SCIENCES (BS)
The examination board is responsible for all aspects of testing the instruction - e.g., the procedures during exams, the quality of the exams, and the regulations with which both students and lecturers must comply. The examination board also assesses requests for exemption from exam components during your studies (exams, practical’s etc.). There is one joint examination board for the Bachelor’s programmes of Communication Science and Psychology and the Master’s programmes of Communication Studies, Psychology, and Educational Science and Technology. The examination board consists of five faculty members and is supported by a registrar. The Study Counsellors and the Programme Coordinators are advisors. The Examination Committee meets once a month. For more information see: https://www.utwente.nl/en/bms/examboard/

PROGRAMME COMMITTEE
Communication Science has its own Programme Committee, which focuses both on the Bachelor’s and on the Master’s programme. The Programme Committee occupies itself with all issues directly related to the set-up and quality of the instruction, such as advising where necessary to make alterations to the course. The Programme Director and the Programme Coordinator are involved as advisors. In accordance with the law, the Programme Committee consists of students and staff. On our Programme Committee there are five faculty members and five students. Members of the Programme Committee are appointed by the Dean. The Programme Committee advises the Programme Director and the Dean, the latter particularly with regard to educational affairs that are addressed in the Faculty Council, such as the course and examination regulations (in Dutch: the OER).

EDUCATIONAL APPLICATIONS

OSIRIS
OSIRIS is the electronic student information system in use at the University of Twente for all Bachelor’s and Master’s programmes. For more information see: http://www.osiris.utwente.nl/student.
- OSIRIS Courses Offering (no need to log in): Detailed information about modules (e.g., the teachers, the current form in which the modules and module components are taught, learning objectives of the modules, and literature used).
- OSIRIS Student (you need to log in): Meant for enrolment and unenrolment modules and courses, checking recent study results, an overview of study progress and study counselling.

BLACKBOARD
Blackboard is the digital learning environment at the University of Twente. All modules and courses at the UT are supported with Blackboard. It is used for announcements, looking up lecture sheets / interesting articles, looking up assignments and handing them in, checking (partial) grades, forming groups for assignments and the saving of shared documents. On this website https://blackboard.utwente.nl you will find diverse information and materials that could help you with your use of Blackboard. You have to log in with your student account.

SCHEDULE / TIMETABLE
MyTimetable is the application in use at the UT for the creation of personal timetables. You can enter MyTimetable via http://rooster.utwente.nl.
ADMISSION REQUIREMENTS
PRE-MASTER

DUTCH HBO DEGREE
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 programme are a bachelor’s degree programme from a Dutch university for professional education (HBO-instelling), i.e. at least 240 EC’s.

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 communication.
5. Digital media.
8. Philosophy, specifically: Ethics, Philosophy of communication and Philosophy of science & technology.
10. Design research, specifically: Product design, Environmental design and Visual communication.

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.

Related programmes (in Dutch) in any case include the following:
- Bedrijfskunde
- Bestuurskunde
- Commerciele Economie
- Communicatie en Multimedia Design
- Communicatie
- Communicatiemanagement
- Communicatiesystemen
- Informatiedienstverlening en management
- International Business Languages
- International Business Management Studies
- Journalistiek
- Journalistiek en voorlichting
- Management Economie en Recht
- Media en informatiemanagement
- Media en Entertainment Management
- Media Informatie en Communicatie

You can also enrol in the pre-master’s programme if you have completed one of the following programmes. After completing the pre-master Communication Studies we strongly advise you to choose for the specialization Technical Communication
- Business IT & Management
- Industrieel Product Ontwerpen
- Informatica
- Technische Bedrijfskunde
- Technische Informatica

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 university for professional education (HBO-instelling) will not be admitted to the pre-master’s programme Communication Studies.
DUTCH UNIVERSITY DEGREE
As a student from another Dutch university, direct access to the Master’s degree programme in Communication Studies will depend on the subject you have taken during your Bachelor’s programme.
1. Students with a degree in the humanities or technical sciences typically have to take the full 30-credit version of the pre-Master’s programme first, as they do not possess enough background in communication and social-science research methods and techniques.
2. Students with a degree in the social or behavioural sciences do normally have the required knowledge and skills in research methods and techniques and are therefore exempted from the 15 credits of pre-Master’s courses on these topics. However, they may still be required to take 15 credits of courses specific to the field of communication science.
3. Students with a degree in Communication and Information Studies only have to take the 5-credits pre-Master’s course in Inferential Statistics before being admitted to the Master’s programme.
4. Students with a degree in communication science from the University of Amsterdam, VU University Amsterdam, Radboud University or Wageningen University have direct access to the Master’s in Communication Studies.

INTERNATIONAL DEGREE
- Bachelor degree in communication sciences or closely related.
- Research skills. Research techniques and methodology and experience with the use of SPSS or comparable computer-based statistical packages.
- Academic IELTS, overall band score of at least 6.5, or TOEFL, internet based (TOEFL-iBT) of at least 90, or Cambridge CAE-C (CPE).
- In addition, Chinese nationals need a Nuffic certificate.
APPLICATION PROCEDURE AND DEADLINES FOR APPLICATION

Here, you will find the key dates for the pre-master’s programmes applications. Submit your application as soon as possible but no later than the following dates (depending on the start date of the programme you are applying for).

APPLICATION DEADLINES FOR DUTCH STUDENTS
For the pre-master’s programme Communication Studies there is the opportunity of enrolling either in February or in September. Dutch students completed a HBO/University degree:
1. Deadline for completion of the application and all required uploads
   - Start September: before 1 August
   - Start February: before 1 January
2. Deadline for submission of required documents for enrolment
   - Start September: before 1 September
   - Start February: before 1 February

APPLICATIONS DEADLINES FOR INTERNATIONAL STUDENTS
For the pre-master’s programme Communication Studies there is the opportunity of enrolling either in February or in September.

VISA STUDENTS
Students changing the purpose of their stay also need to meet these deadlines.
1. Deadline completed application with all the required uploads submitted via Osiris
   - Start September: before 1 May
   - Start February: before 1 October
2. Deadline for submission of the Entrance Acceptance Form
   - Start September: before 15 June
   - Start February: before 15 November
3. Deadline for visa application
   - Start September: before 1 July
   - Start February: before 1 December

NON-VISA STUDENTS
1. Deadline completed application with all the required uploads submitted via Osiris
   - Start September: before 1 July
   - Start February: before 1 December
2. Deadline for submission of the Entrance Acceptance Form
   - Start September: before 1 August
   - Start February: before 1 January

You have to apply via the master’s application website: www.utwente.nl/en/education/master/how-to-apply/

There are 6 steps to apply.

Step 1: Choose your programme.
Step 2: Check the admission requirements.
Step 3: international students only: Do the eligibility check.
Step 4: Check the Application deadlines.
Step 5: Collect supporting material.
To start your application procedure you will need the following documents. Please note that you will submit these documents digitally. If any hardcopy documents are required from you, Admission Office will notify you of this and tell you where to send them to.
1. A bachelor’s degree certificate or an equivalent qualification certificate (if available).
2. A certified translation of your bachelor’s degree certificate if not in Dutch, English or German.
3. An abstract of your final bachelor’s project (thesis).
4. An additional Higher Degree certificate and transcript (if applicable).
5. An official transcript of records or preliminary transcript of records in Dutch, English or German.
6. A valid international passport.
7. Curriculum vitae (CV).
8. Official English test score results (IELTS or TOEFL)

Step 6: Start the application procedure / form.

If you have questions regarding the application procedures and the application form please contact:

**University of Twente, Student Services.**
Building: Vrijhof, room 239B.
Tel: 053 – 489 2124
E-Mail: studentservices@utwente.nl

If you have any questions regarding the content of the master’s or pre-master’s programme, please contact the programme’s study adviser:

**Ms. Jeanet Luijerink**
Building: Cubicus, room C106.
Tel: 053 – 489 2091
E-Mail: j.w.m.luijerink@utwente.nl