COMMUNICATION SCIENCE – MASTER PROGRAMME

UNIVERSITY OF TWENTE.
OUR WORLD

YOUR POTENTIAL

OUR PROGRAMME
PROGRAM FOR TODAY

1. THIS IS OUR WORLD
2. THIS IS YOU
3. COMMUNICATION SCIENCE
4. THIS IS OUR PROGRAMME
5. CAREER PROSPECTS
6. ADMISSION

UNIVERSITY OF TWENTE.
1. THIS IS OUR WORLD
CHANGE BECOMES THE NEW NORMAL

CONFUSING COMPLEXITY: WE NEED TO MAKE SENSE

TECHNOLOGY AFFECTS EVERYTHING; WE AFFECT TECHNOLOGY
COMMUNICATION

- Increasingly important for organizations and society
- Inseparable part of societal challenges
- A perspective, rather than a fixed set of theories
- Increasingly complex
- Increasingly strategic
We use too much energy
We use polluting energy sources
We cause climate change and environmental problems
We make ourselves dependent on other countries
We live on resources borrowed from future generations
Robophobias
Effects on employability and work
Acceptance and appropriation of social robots
Robots and human interaction
POLARIZATION

Filter bubbles, echo chambers
Democracy and populism
Radicalization
Inclusiveness of society
CONSIDER THE SOURCE
Click away from the story to investigate the site, its mission and its contact info.

READ BEYOND
Headlines can be outrageous in an effort to get clicks. What’s the whole story?

CHECK THE AUTHOR
Do a quick search on the author. Are they credible? Are they real?

SUPPORTING SOURCES?
Click on those links. Determine if the info given actually supports the story.

CHECK THE DATE
Reposting old news stories doesn’t mean they’re relevant to current events.

IS IT A JOKE?
If it is too outlandish, it might be satire. Research the site and author to be sure.

CHECK YOUR BIASES
Consider if your own beliefs could affect your judgement.

ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site.
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 BELIEVE IN NEW REVOLUTIONARY WAYS OF COMMUNICATING

YOU ARE AWARE OF THE IMPACT OF TECHNOLOGY ON SOCIETY
3. THIS IS COMMUNICATION SCIENCE
COMMUNICATION SCIENCE:
A lens through which we see reality
WHY COMMUNICATION SCIENCE AT THE UNIVERSITY OF TWENTE?

- Comprehensive knowledge of theories and key concepts in the discipline
- Insight in the characteristics and challenges of social-scientific knowledge
- Advanced research skills
- Self-driven learning attitude
- Engagement with societal challenges
- Clear perspective on the professional field and the labour market
WHY COMMUNICATION SCIENCE AT THE UNIVERSITY OF TWENTE?

ORGANIZATION

TECHNOLOGY

DESIGN
DESIGN COMMUNICATES
COMMUNICATION AND TECHNOLOGY TEAM UP
COMMUNICATION AND ORGANISATION IS COMMUNICATING
THE CHARACTERISTICS OF THE MASTER’S PROGRAMME IN COMMUNICATION SCIENCE

- More complex problems
- Reflection on theories and science
- Developing knowledge
- Advanced academic skills
COMMUNITY

Career mentoring

Close connection between students and professors

Group activities

Research and education
4. THIS IS OUR PROGRAMME
BASIC OUTLINE

SEMESTER 1

Block 1A
- Essentials in Communication Science
- Societal Challenges
- Elective/Specialization Course

Block 1B
- Research Topics
- Elective/Specialization Course

SEMESTER 2

Block 2A
- Graduation Project CS
- Elective/Specialization Course

Block 2B
- Graduation Project CS
- Elective/Specialization Course

Graduation Project
CS
-Master Thesis-

Graduation Project
CS
-Master Thesis-
BASIC OUTLINE

SEMESTER 1

Block 1A
- Essentials in Communication Science
- Societal Challenges
- Elective/Specialization Course

Block 1B
- Research Topics
- Elective/Specialization Course
- Internship

SEMESTER 2

Block 2A
- Graduation Project CS
- -Master Thesis-

Block 2B
- Graduation Project CS
- -Master Thesis-
SPECIALIZATIONS

ORGANIZATIONAL COMMUNICATION & REPUTATION

TECHNOLOGY AND COMMUNICATION

DIGITAL MARKETING COMMUNICATION
(collaboration with BA)

MARKETING COMMUNICATION & DESIGN
(collaboration with IDE)
ORGANIZATIONAL COMMUNICATION & REPUTATION

- How do employees experience their work?
- How do members of organizations collectively organize themselves and present themselves to the outside world?
- How have the means, modes and opportunities for inter-organizational collaboration and entrepreneurship changed?
How do people make use of technologies and what are the effects on their daily life and their work?

How do people learn to use new technologies and what support do they need?

How are new technologies designed and what is the communication specialist’s role in this process?
DIGITAL MARKETING COMMUNICATION

- How do business information strategies impact decision making of various stakeholders?
- How do today’s leading firms use information technology and data management to create and exploit new business intelligence?
- What does effective advertising and marketing communication mean in the fast changing digital world?
- How do internet and social media sometimes result in damaging and dangerous symptoms and behaviours?
- How do ‘big data’ analytics allow companies to use consumer data and to create so-called filter bubbles?
MARKETING COMMUNICATION & DESIGN

- How do design elements of marketing communication and environmental design influence consumer perceptions?
- How can design contribute to behavioural change in the context of societal challenges?
- How do differences between consumers affect preferences and responses to design?
- How can design elements involve different types of information processing, ranging from deliberate to automatic types of processing?
Cultural Differences and User Instructions: Effects of a Culturally Adapted Manual Structure on Western and Chinese Users

Qian Li, Menno D.T. de Jong, and...
5. WHAT ARE YOUR CAREER PROSPECTS?
LAUBOR MARKET
FACTS AND FIGURES

CURRENT EMPLOYMENT STATUS OF M-COM ALUMNI BY ACADEMIC YEAR

<table>
<thead>
<tr>
<th>Year</th>
<th>Working</th>
<th>Searching</th>
<th>Further Education</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/2017</td>
<td>12%</td>
<td>10%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>2015/2016</td>
<td>10%</td>
<td>12%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>2014/2015</td>
<td>10%</td>
<td>12%</td>
<td>3%</td>
<td>7%</td>
</tr>
</tbody>
</table>

HOW LONG DOES IT TAKE FOR STUDENTS TO FIND A JOB?

- 66% within 1 months
- 13% within 2 months
- 12% within 3 months
- 7% within 6 months
- 7% longer than 6 months
- 4% still searching
LABOUR MARKET

JOB OPPORTUNITIES

Top 5 jobs, based on function title

1. Marketing and advertising
2. Public relations and communication
3. Management consulting
4. ICT services
5. Research