

Communication & Consultancy

Communication and Information Studies Master's programme

Who is your intern?

A Master's student of Communication and Information Studies. In this degree programme, the focus lies on concretely shaping the message: what do you want to communicate and how do you want to do it? Communication and Information Studies focuses on the practical aspect of the message itself and on communication within the business community.

- *Specialisation - Communication and Influence*
The form and function of persuasive communication are at the heart of this specialisation as well as their implementation and effectiveness.
- *Specialisation - International Business Communication*
This English-language specialisation focuses on the international communication of business and government.

What is the educational objective in the scheme of the degree programme?

Students will collaborate within the organisation in the field of internal/external communications and gain practical experience by carrying out daily activities and performing tasks assigned by the client. They will observe and analyse relevant communications processes and products within the organisation. They will reflect on their own communication with the organisation as well. They are expected to formulate a consultancy question (on the basis of the communication problem provided), to conduct research, and to write an advisory report based on their findings.

What does it yield for you?

- A sound advisory report for your communications problem;
- Knowledge-sharing: you share your knowledge of practical activities with our Master's student and they share their knowledge from the academic degree programme with you;
- The Master's student provides knowledge in order to optimally support your team in the field of communications. Furthermore, as an organisation, you will contribute to the professional development of our Master's student.

What do we offer you?

- The use of a Communication and Information Studies Master's student for executing a communication assignment for the duration of 8 weeks, 24 hours per week. The student is also available to fulfil some communication tasks for several hours per week. Executing the assignment and fulfilling some communication tasks is equal to 0.6 FTE;
- Shared guidance from the degree programme in the form of weekly communication training sessions with the student in which attention is paid to:
 - self-presentation and reflection; observation of and reflection on communication processes in the organisation in which they are performing their assignment; interview techniques; communication styles; leadership qualities; advisory skills in an organisational context;
 - writing the advisory report.

What kind of investment do we ask of you?

- A communications problem in the broadest sense of the word;
- In addition to conducting research, the opportunity for the student to collaborate within your organisation;
- A workplace or the opportunity to fulfil the assignment virtual and from a distance. And any other facilities that the student needs to perform their assignment and work appropriately;
- Guidance of the student within the organisation during the entire assignment; around 2-3 hours per week on average and less when the student is fulfilling the assignment from a distance.

- A contact person at the organisation that informs the student about the organisation, the business culture, and the applicable rules, guidelines, and procedures;
- The option for the student to preferably work on the assignment and at tasks at your organisation on Mondays, Tuesdays, and Wednesdays, so that they can participate in the above-mentioned communication training sessions at the university on Thursday and/or Friday.

What kinds of costs are associated with the project?

It is not required to provide students with internship remuneration for this course. If you would like to provide compensation, you are, of course, more than welcome to do so. With regard to the Communication and Information Studies degree programme, we request that all participating organisations pay a **fee of €250 per assignment**. This amount will find its way back to the students via the course “Communication & Consultancy” of the Communication and Information Studies Master’s programme.

Since beginning the “Communication & Consultancy” course, we have found that the expenses have not decreased, but the products of the students have improved. Via this fee, we are able to make investments into further improving the quality of the projects.

From this amount:

- Students are offered services such as equine coaching in order to further develop their individual leadership qualities;
- Once a year, a Network Event is organised, during which the students and organisations can engage with researchers or professors on current themes in the field of communications;
- We handle the administrative costs that are required for good organisation;
- We can make the course more professional.

We also ask that you take care of any additional expenses incurred by the student in the context of the research or activities for your organisation, such as travel or telephone expenses. A student will present an overview of the expected expenses beforehand and these will be discussed with you.

What is the schedule?

Students can take the “Communication & Consultancy” course two times a year.

