Teaching and Examination Regulations

Faculty of Social Sciences and Humanities
Master's programme Communication Science

Academic year 2026-2027

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Section A: Faculty section

1. General provisions

Article 1.1 Applicability of the Regulations

1.	These Regulations apply to anyone enrolled in the programme, irrespective of the academic year in which the student was first enrolled in the programme.	Advice OLC, approval FGV (9.38 sub b)
2.	These Regulations enter into force on 1 September 2026.	Advice OLC, approval FGV (9.38 sub b)
3.	An amendment to the Teaching and Examination Regulations is only permitted to concern an academic year already in progress if this does not demonstrably damage the interests of students.	Advice OLC, approval FGV (9.38 sub b)
4.	In certain cases, students may appeal against decisions made on the basis of the Teaching and Examination Regulations, for example decisions made by an examiner, examination board, BSA committee, or admission committee. Whether an appeal can be considered depends on the type of the decision and by whom the decision was made. More information about legal protection can be found in the Student Charter and on the website Complaints, appeals, and objections - Vrije Universiteit Amsterdam.	Ordinance CvB, see Appendix III

Article 1.2 Definitions

The following definitions are used in these Regulations (*in alphabetical order*):

a. academic year: the period beginning on 1 September and ending on 31 August of the following calendar year;

b. EC (European Credit): a course credit with a workload of 28 hours of study;

c. examination: an assessment of the student's knowledge, understanding and skills relating to a unit of education. The assessment is expressed in terms of a final mark. An examination may consist of one or more partial examinations. A resit always covers the same material as the original examination. An examination can be completed in writing, orally or in another way;

d. final examination: a Master's examination;

e. internship: period spent working in professional practice as part of a study programme;

f.1 joint degree: a degree awarded by an institution together with one or more institutions in the Netherlands or abroad, after the student has completed a study programme (a degree programme, a specialisation or a specific curriculum within a degree programme) for which the collaborating institutions are jointly responsible;

f.2 double degree: partnership between a program of a Dutch educational institution with a foreign educational institution, whereby students complete all or part of both study programmes and obtain two diplomas on the basis of agreements regarding the mutual recognition of the programme (replacement courses);

g. period: a part of a semester;

h. practical exercise: participation in a practical training activity or other educational learning activity, aimed at acquiring certain (academic) skills. Examples of practical exercises are:

- researching and writing a thesis or dissertation

- carrying out a research assignment
- taking part in fieldwork or an excursion
- taking part in another educational learning activity aimed at acquiring specific skills, or
- participating in and completing a work placement;

i. programme:	the totality and cohesion of the units of education, teaching activities/methods, contact hours, testing and examination methods and recommended literature;
j. SAP/SLM:	the student information system (*Student Lifecycle Management*);
k. semester:	the first (September - January) or second half (February - August) of an academic year;
l. specialisation:	optional route of study within a degree programme indicating a deepening of the context of the programme (e.g. interdisciplinary or multidisciplinary);
m. student statute:	sets out the rights and responsibilities of students on the one hand, and of Vrije Universiteit Amsterdam on the other hand, including those derived from the law and those derived from university regulations. The Executive Board (CvB) officially confirms the student statute once its completeness has been approved by the University Student Council (USC);
n. student:	the person enrolled, requesting enrolment or who has been enrolled in a course or program at the Vrije Universiteit;
o. study guide:	the guide for the study programme that provides further details of the courses, provisions and other information specific to that programme. The study guide is available online at *https://www.vu.nl/studiegids*;
p. study monitor:	dashboard for students and academic advisers containing data pertaining to the student, including the student's study progress;
q. subject:	see u. 'unit of education';
r. thesis:	a unit comprising research into the literature and/or a contribution to scientific research, always resulting in a written report;
s. track:	a study pathway within a programme, of which the workload and the qualities in terms of knowledge, insight and skills that the student must have acquired by the end of the program are equal to those of the programme
t. unit of education:	a unit of study of the programme within the meaning of the WHW;
u. university:	Vrije Universiteit Amsterdam;
v. WHW:	the Dutch Higher Education and Research Act (Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek (WHW)).
w. workload:	the workload of the unit of education to which an examination applies, expressed in terms of credits = EC credits (ECTS = European Credit and Transfer Accumulation System). The workload for 1 year (1,680 hours) is 60 EC credits.

The other terms have the meanings ascribed to them by the WHW.

2. Study programme structure

Article 2.1 Structure of academic year and units of education

1. The study programme will be offered in a year divided into two semesters.	Ordinance CvB, see Appendix III

2. Every semester consists of three consecutive periods. The first two periods each consist of eight weeks, and the final period consists of four weeks.	Ordinance CvB, see Appendix III
3. A unit of education comprises 6 EC or a multiple thereof.	Ordinance CvB, see Appendix III
4. By way of exception to paragraph 3, the Executive Board may in special cases and on request of the Faculty Board, stipulate that a unit of education comprises 3 EC or a multiple thereof.	Ordinance CvB, see Appendix III

3. Assessment and examination

Article 3.1 Signing up for education and examinations

1. Every student must sign up to participate in the units of education of the programme, the examinations and resits. The procedure for signing up is described in the Regulations for registering for courses and examinations.	Ordinance CvB, see Appendix III
2. Signing up may only take place in the designated periods.	Ordinance CvB, see Appendix III

Article 3.2 Type of examination

1. At the examiner's request, the Examination Board may permit a different form of examination than is stipulated in the study guide.	Advice OLC, approval FGV (7.13 l)

Article 3.3 Oral examinations

1. No more than one student will be examined orally at a time, unless specified otherwise in part B for the relevant unit of education.	Advice OLC; approval FGV (7.13 l and n)
2. A second examiner is present when an oral examination is being held, unless the Examination Board has determined otherwise. The oral examination takes place at a time and location to be determined by the examiner within the regular timetable, on campus or online. At the request of the student, and with the approval of the examiners, an audio recording can be made. Should the second examiner not be available unexpectedly, an audio recording of the oral exam is made. This audio recording is retained by the university for the retention period applicable for examinations.	Advice OLC; approval FGV (7.13 l and n)

Article 3.4 Determining and announcing results

1. The examiner determines the result of a written examination within ten working days. However, the marking deadline for final projects is no longer than twenty working days after submission. The examiner will then immediately ensure that the marks are registered and also ensures that the student is immediately notified of the mark, taking due account of the applicable confidentiality standards.	Ordinance CvB, see Appendix III
2. The examiner determines the result (i.e. mark) of an oral examination as soon as possible, but at the latest within two working days after the examination has finished and informs the student accordingly. The third clause of the first paragraph	Advice OLC; approval FGV (7.13 o)

applies.	
3. In the case of assessments other than oral or written examinations, the Examination Board determines in advance how and by what deadline the student will be informed of the results.	Advice OLC; approval FGV (7.13 o)

Article 3.5 Examination opportunities

1. a. Per academic year, two opportunities to take examinations will be offered for each unit of education. b. By way of exception to a., the options for retaking practical exercises, work placements and final projects are detailed in the relevant course manual or regulations.	Ordinance CvB, see Appendix III
2. The most recent mark will apply in the event of a resit. A resit is allowed for both passed and failed examinations.	Ordinance CvB, see Appendix III
3. The resit for an examination may not take place within ten working days of the announcement of the results for the original examination. Exceptions are only possible in period 6.	Advice OLC; approval FGV (7.13 j)
4. The Examination Board may allow a student an extra opportunity to sit an examination if that student: a) has completed all but one units of education to meet the requirements of the degree and b) has failed the examination during all the previously offered attempts in the current year, unless participation in an examination was not possible for compelling reasons. This provision excludes the practical exercises and the final project. Requests for an additional examination opportunity must be submitted to the Examination Board. If necessary, the method of examination may deviate from the provisions in the study guide.	Ordinance CvB, see Appendix III
5. If a unit of education is no longer offered, at least one additional opportunity will subsequently be provided to sit the examination(s) or parts thereof and a transitional arrangement will be included in Section B.	Advice OLC, approval FGV (7.13 j)

Article 3.6 Marks

1. Grades are given on a scale from 1 to 10 with no more than one figure after the decimal point.	Ordinance CvB, see Appendix III
2. A final mark between 5 and 6 will be rounded to the nearest whole number: final marks below 5.5, rounded down; final marks of 5.5 or higher, rounded up. All other final marks will be expressed in whole or half marks.	Ordinance CvB, see Appendix III
3. To pass a given course or unit, a final mark of 6 or higher is required.	Ordinance CvB, see Appendix III
4. The Examination Board can allow the use of symbols rather than numbers.	Ordinance CvB, see Appendix III

Article 3.7 Exemption

1.	At the written request of the student, the Examination Board may exempt the student from taking one or more examination components, if they: a. have either passed a unit of education at a university or university of applied sciences (HBO) or a research university (WO) that is equivalent in terms of content and level; b. or have demonstrated through their work and/or professional experience that they have sufficient knowledge and skills with regard to the relevant unit of education.	Advice OLC; approval FGV (7.13 r)
2.	The Master's thesis/final project is excluded from this exemption possibility.	Advice OLC; approval FGV (9.38 sub b)

Article 3.8 Validity period for results

1.	The validity period of examinations passed and exemption from examinations is unlimited, unless otherwise specified in Section B.	Legal provision

Article 3.9 Right of inspection

1.	Within twenty working days after the announcement of the results of a written examination, but at least ten working days before the resit opportunity for that examination, the student has the right to inspect their graded examination.	Advice OLC; approval FGV (7.13 p and q)
2.	Students can view the questions and assignments set in the written examination, and the standards applied when assessing the examination, within the period specified in 3.9.1.	Advice OLC; approval FGV (7.13 q)
3.	The examiner determines whether the inspection takes place collectively or individually. In all cases, the time and place of the inspection is announced in the course manual or learning environment.	Advice OLC; approval FGV (7.13 q)
4.	Students are entitled to feedback on their academic performance. The manner in which this is provided in each unit of education is described in the course manual.	Advice OLC; approval FGV (7.13 p and q)

4. Academic student counselling and study progress

Article 4.1 Administration of study progress and academic student counselling

1.	The faculty board is responsible for the correct registration of the students' study results. After the assessment of a unit of education has been registered, every student has the right to inspect the result for that component and also has a list of the results achieved at their disposal in VU.nl Dashboard.	Advice OLC; approval FGV (7.13 u)
2.	Enrolled students are eligible for academic student counselling. Academic student counselling is in any case provided by a. The Student Counsellor b. Student psychologists c. Faculty academic advisers	Advice OLC; approval FGV (7.13 u)

Article 4.2 Facilities for students with a disability or impairment

1.	Students with a disability or impairment can submit a request via VU.nl Dashboard to qualify for one or more special facilities with regard to teaching, practical exercises and examinations. These facilities will accommodate the student's individual disability or impairment as much as possible, but may not alter the quality or degree of difficulty of a unit of education or an examination. In all cases, the student must fulfil the intended learning outcomes for the study programme.	Advice OLC; approval FGV (7.13 m)
2.	The request referred to in the first paragraph must be accompanied by a statement from a doctor or psychologist. If possible, an estimate should be given of the potential impact on the student's study progress. In case of a chronic disability a single (one time) request suffices.	Advice OLC; approval FGV (7.13 m)
3.	Students who have been diagnosed with dyslexia must provide a statement from a BIG-, NIP- or NVO-registered professional who is qualified to conduct a psychological evaluation.	Advice OLC; approval FGV (7.13 m)
4.	The faculty board, or the person acting on behalf of the faculty board, decides on teaching facilities and facilities regarding logistics. The Examination Board will decide on requests for facilities with regard to examinations.	Advice OLC; approval FGV (7.13 m)
5.	In the event of a positive decision in response to a request as referred to in paragraph 1, the student can make an appointment with the academic adviser to discuss the details of the provisions.	Advice OLC; approval FGV (7.13 m)
6.	A request for one or more facilities can be refused if it would place a disproportionate burden on the organisation or the resources of the faculty or university were it upheld. Any such refusal will be substantiated.	Advice OLC; approval FGV (7.13 m)
7.	If the disability or impairment justifies an extension of the examination time, the responsible person on behalf of the Examination Board will register in SAP this entitlement to an extension. If a disability or impairment justifies other measures to be taken, the academic adviser can take the necessary measures. The student can consult the study monitor to check which facilities have been granted to them.	Advice OLC; approval FGV (7.13 m)
8.	The decision as referred to in paragraph 5 may specify a limited validity of the facilities granted.	Advice OLC; approval FGV (7.13 m)

5. Hardship clause

Article 5.1 Hardship clause

1.	In instances not regulated by the Teaching and Examination Regulations or in the event of demonstrable extreme unreasonableness or unfairness, the faculty board responsible for the study programme will decide, unless the matter concerned is the responsibility of the Examination Board.	Advice OLC; approval FGV (9.38 sub b)

Section B1: Programme-specific section

6. General programme information and characteristics

Article 6.1 Study programme information

The programme Communication Science, CROHO number 66615, is offered on a full-time basis.	Advice OLC; approval FGV (7.13 u)

Article 6.2 Teaching formats used and modes of assessment

1. The degree programme predominantly uses the following forms of teaching: • lectures; • tutorials; • practical exercises; • formative assessments; • privatissimum.	Advice OLC; approval FGV (7.13 x)
2. The degree programme predominantly uses the following modes of assessment: • written examination; • report; • presentations; • thesis.	Advice OLC; approval FGV (7.13 l)

Article 6.3 Academic student counselling

The programme offers the student counselling as mentioned in Section A.	Advice OLC; approval FGV (7.13 u)

7. Further admission requirements

Article 7.1 Intake date(s)

The Master's programme starts on 1 September.	Advice OLC, Approval FGV (9.38 sub b)

Article 7.2 Admission requirements

1. Admission to the Master's programme is possible for an applicant who has obtained a Bachelor's degree obtained at an institution of academic higher education, with the following conditions: • a minimum of 10 EC obtained in quantitative statistics at the level of the courses Descriptive and Inferential Statistics (S_DIS) + Quantitative Research Methodology (S_QNRM). Candidates have knowledge of e.g. multiple regression, two-way anova, scale construction (factor analysis, reliability analysis), moderation and mediation analysis. If their statistical knowledge	Advice OLC, approval FGV (9.38 sub b)

	matches the level of S_DIS, candidates may be admitted to the Master of Communication Science under the condition that they participate in the multi-day summer course Statistics for Communication Science offered in summer; • a minimum of 10 EC obtained from substantive communication science or related courses; • Experience with conducting empirical research.	
2.	Applicants with a Bachelor's degree obtained at an institution outside the Netherlands may be asked for additional methods to prove that they meet the admission requirements.	Advice OLC, approval FGV (9.38 sub b)
3.	Applicants who want to enrol in the Dutch track of the Master's in Communication Science and have completed a prior programme of education in a language other than Dutch which entitles them to admission must demonstrate adequate command of the Dutch language, which can be evidenced by successful completion of: - The official Dutch as a Second Language Programme II (NT2-II); - The Inter-university Dutch Language Admission Test (ITN); - Certificate of Dutch as a Second Language (CNaVT), profile '*Educatief Professioneel*' (EDUP) C1 or *'Educatief Startbekwaam'* (SRTR)B2; - Foreign final school examinations accepted by Vrije Universiteit Amsterdam, which included the Dutch language. Those who have been admitted to a Dutch-language study programme based on a diploma obtained abroad and who have successfully completed level 4 of vwo or higher with a pass grade in Dutch are exempted from the language requirement.	Advice OLC, approval FGV (9.38 sub b)
4.	Applicants who want to enrol in the English track of the Master's in Communication Science should demonstrate that they have a sufficient level of proficiency in English by meeting at least one of the following standards: - IELTS Academic: an overall score of at least 7.0; At the start of the programme, the test must not have been taken more than two years ago. - TOEFL iBT: an overall score of at least 5.0 (formerly 100); At the start of the programme, the test must not have been taken more than two years ago. - Cambridge C2 Proficiency/Certificate of Proficiency in English (CPE): an overall score of at least 180; - Cambridge C1 Advanced/Certificate Advanced English (CAE) an overall score of at least 180; Cambridge tests are valid indefinitely. - LanguageCert Academic SELT: an overall score of at least 75. At the start of the program, the test must not have been taken more than two years ago. - Pearson PTE Academic: an overall score of at least 76. At the start of the program, the test must not have been taken more than two years ago.	Advice OLC, approval FGV (9.38 sub b)
5.	Applicants who have completed one of the following meet the English language requirement and therefore are exempted from taking an English language test (as mentioned in the section 4): - a secondary education or higher education degree fully taught in English has been completed in Australia, Canada, Ireland, New Zealand, the	Advice OLC, approval FGV (9.38 sub b)

United Kingdom or the United States of America; - a fully English-language, accredited bachelor's or master's degree in the Netherlands, EU/EFTA countries, Singapore or South Africa, - a vwo diploma or equivalent diploma in which the course on English of a comparable level is required has been earned; - a score of 3 or higher in English in the pre-master's assessment for the Communication Studies programme.	

Article 7.3 Selection criteria

Not applicable

Article 7.3a Capacity restriction

Not applicable

Article 7.4 Pre-Master's programme

1.	Applicants with a Bachelor's degree from a university of applied sciences (HBO) or a Bachelor's degree from a research university (WO) who wish to enter the programme but do not fulfil the admission requirements as stipulated in Article 7.2 can request admission to the pre-Master's programme. Article 2 of these regulations does not apply to admission to a bridging or pre-Master's programme. The provisions of sections A and B only apply to the extent that they are described in Article 7.4. Information about the programme from part B2 applies, insofar as it concerns the units of education from the pre-Master's programme.	Advice OLC; approval FGV (9.38 sub b)
2.	To be admitted to the pre-Master's programme, applicants have to take the pre-Master's assessment of which the sections English language skills and Numerical & Mathematical skills are compulsory. The minimum scores to be achieved for English is 3 ; the minimum score for Numerical & Mathematical Skills is 3.5. The pre-master's assessment is not mandatory for an individualised pre-Master's programme.	Advice OLC, approval FGV (9.38 sub b)
3.	A candidate must demonstrate that they meet the language requirements, as specified in Article 7.2.	Advice OLC; approval FGV (9.38 sub b)
4.	The pre-Master's programme has 30 credits and can be found in Appendix III. The following terms also apply: a. If a pre-Master's student completes an individualised pre-Master's programme, this is to be communicated to that student in writing. b. The Examination Board can, if the pre-Master's student submits a written request, exempt the student from one or more examinations of a standard pre-Master's programme. c. The provision under b. does not apply to an individualised pre-Master's programme. d. Article 3.5.4 does not apply to pre-Master's students.	Advice OLC, approval FGV (9.38)
5.	Successful completion of the pre-Master's programme will entitle the student to admission to the relevant Master's programme in the following academic year. A pre-Master's programme must be completed within one academic year.	Advice OLC; approval FGV (9.38 b)

8. Examinations and results

Article 8.1 Sequence of examinations

Enrolment in the Master's Thesis in Communication Science course is contingent upon obtaining a passing grade in the course Research Methods in Communication Science, along with a minimum of 6 EC from other courses during periods 1 and 2.	Advice OLC; approval FGV (7.13 h, s & t)

Article 8.2 Validity period for results

1. If a student's knowledge, understanding or skills as evaluated in the exam are demonstrably outdated, the Examination Board may impose a supplementary or replacement examination for a unit of education for which an examination was passed more than 10 years ago.	Advice OLC; approval FGV (7.13 k)
2. The validity period of a partial examination is limited to the academic year in which it was sat or until the end of the unit of education concerned. In exceptional circumstances, an examiner may deviate from this; this must be stated on Canvas at the start of the unit of education.	

Article 8.2a Regulation of inspection

See the inspection rules of Communication Science on the programme page on Canvas for more information on the inspection of assessed work.

Section B2: Programme-specific section – content of programme

9. Programme objectives, tracks/specialisations, intended learning outcomes and language

Article 9.1 Workload

The programme has a workload of 60 EC.	Approval OLC; (7.13 g)

Article 9.2 Tracks and/or specialisations

The programme has the following tracks: • Communication Science (English); • Communicatiewetenschap (Dutch). In both tracks, the programme has the following specializations: • Media Psychology; • Media and Democracy; • Marketing and Corporate Communication.	Approval OLC (7.13 b)

Article 9.3 Programme objective

The Master's programme in Communication Science prepares students to become experts in today's communication issues. The programme combines a deep engagement with the theory with a direct experience of the empirical cycle, simultaneously contributing to the professionalisation of students. Students can expect to apply their theoretical and methodological skills to communication challenges of individuals, organisations or society. In the first semester of the Master, students take part in courses that match their specialisation: Media Psychology, Marketing and Corporate Communication or Media and Democracy. In addition to the thematic courses, students participate in two methodology and statistics courses focusing on innovative data collection and analysis. Completing the first half of this Master, students undertake an applied practical project which puts scientific research into practice to solve communication issues. In the second semester of this Communication Science Master students have the option to choose two elective courses to either broaden their knowledge, or explore topics in more depth. The elective courses are: Communication Technology in Organisations , Branding and Design, Social Marketing, Storytelling: the Persuasive Power of Narratives, or Social Robotics. The second semester is also the time for students to write their master thesis. One of the faculty members of the department of communication science will propose thesis topics and supervise the thesis to completion. A master's programme in Communication Science puts students at the forefront of the communication revolution.	Advice OLC (7.13 a)

Article 9.4 Intended learning outcomes

1.	Approval OLC

Knowledge and insight - the graduate has knowledge and insight into: a. theories from communication science and related fields of science within one of the graduation tracks; b. the current state of the scientific discussion in relation to one of the specialisations, in order to be able to interpret theoretical developments and recent research findings; c. the basic principles of research methods used within communication studies, with an emphasis on quantitative methods of social scientific research and in particular the research methods survey, experiment and computational analysis and visualization of (social) media and other data and the techniques of analysis that are commonly used; d. advanced quantitative research methods as used within the field of communication sciences; depending on the chosen specialisation, knowledge and insight are expected in the field of research methods survey, experiment or computational analysis which make multivariate analyses possible. Application of knowledge and insight - the graduate is able to: a. apply the most important theories of communication science and related fields of science and recent developments, in particular with regard to one of the graduation tracks, to fundamental communication issues in order to potentially contribute to the scientific discussion; b. applying the most important theories of communication science and related scientific fields and recent developments, in particular with regard to one of the specialisations, to identifying, interpreting and responding to communication issues in society, both in a national and international context; c. responding to communication issues from society and translating these into practice-oriented communication advice; d. use the most important theories of communication science and related scientific fields and recent developments, in particular in relation to one of the specialisations, to substantiate and formulate relevant research questions and hypotheses, thus potentially contributing to the scientific discussion; e. to use the quantitative methods of social-scientific research used within communication science and, depending on the chosen specialisation, in particular the research methods survey, experiment and computational analysis, in order to answer methodologically relatively complex research questions; f. interpret research data from methodologically relatively complex research and estimate their value. Judgement - graduates are able to: a. interpret theoretical argumentation within the field of Communication Science and in related fields of science, and assess its reliability and validity; b. interpret research data from methodologically relatively complex research, collected by the student or by others, and assess them for reliability and validity; c. collect literature and data to formulate answers to theoretically relatively complex fundamental or applied questions in which the communication aspect is only a part of the question; d. demonstrate awareness of the social relevance of communication issues,	(7.13)

including ethical and normative aspects, both in a national and international context. Communication - the graduate is able to: a. indicate to an audience of experts and non-experts what the communication aspect of an applied or fundamental issue is; b. present research findings, conclusions and consequences in writing and orally, both to an expert audience and to an audience of non-experts; c. apply professional skills effectively in individual and collaborative projects and reflect on his/her own performance.	
2. Language proficiency may be taken into account in the assessment of examinations.	Approval OLC (7.13 c)

Article 9.5 Language of instruction

1. The language of instruction of the track Communication Science is English. The language of instruction for the track Communicatiewetenschap is Dutch. This latter means that examinations are generally conducted in Dutch and seminars are held in Dutch. This does not usually apply to literature and lectures. In addition, a programme with Dutch as the language of instruction may also include courses taught in English.	Approval OLC (9.18)
2. Courses within the track Communicatiewetenschap may be taught in different languages: Dutch, English or bilingual (Dutch and English). Examination questions are generally set in the language of instruction of the course: Dutch, English or both languages.	
3. The 'Gedragscode vreemde taal' (Code of conduct for foreign languages) applies.	VU policy

10. Curriculum structure

Article 10.1 Composition of the programme

1. The programme comprises at least a package of compulsory components and an individual Master's thesis or academic work placement.	Ordinance CvB, see Appendix III
2. Units of education are categorised as specialised (400), research-oriented (500) and highly specialised (600) level.	Ordinance CvB, see Appendix III

Article 10.2 Compulsory units of education

See Appendix III. A detailed description per unit of education can be found in the study guide.

Article 10.3 Elective units of education

See Appendix III.

Article 10.4 Practical exercise

Not applicable.

Article 10.5 Participation in practical training and tutorials

In the case of a practical training course, or tutorials, attendance is compulsory. The rules and consequences of not complying with the obligation of attendance are described in the study guide.	Approval OLC (7.13 d)

11. Evaluation and transitional provisions

Article 11.1 Evaluation of the programme

The education provided in this programme is evaluated in accordance with the evaluation plan in Appendix I. The faculty evaluation plan offers the framework.	Approval OLC (7.13 a1)

Article 11.2 Transitional provisions

By way of departure from the Teaching and Examination Regulations currently in force, the transitional provisions in Appendix II apply for students who started the programme under a previous set of Teaching and Examination Regulations.	Advice OLC (7.13 a)

Advice and approval by the Programme Committee, on 25 February 2026.

Approved by the Faculty Joint Assembly, on 26 May 2026.

Adopted by the board of the Faculty of Social Sciences and Humanities on 26 May 2026.

Appendix I Evaluation Plan Master Communication Science

Introduction

The Quality Assurance Framework FSS describes how the faculty continuously works to improve education. Evaluating education is part of this. This evaluation plan explains which methods of evaluation are used within the programme, with what frequency and how they are followed up.
The teaching coordinator (Marloes Jansen) is also evaluation officer. The evaluation officer ensures that the evaluation is carried out properly and on time.

A. Courses & Teachers

Methods and frequency

Digital course evaluations via Evalytics

How: The formal digital evaluations via Evalytics consist of a *subject evaluation* and an *exam evaluation*.
The *subject evaluation* will take place during the course. Preferably during the final (compulsory) lecture or seminar of the course. The evaluation coordinator ensures that the course coordinator has sufficient time to prepare the evaluation. The *exam evaluation* can only be made available once the course has been completed. This part of the evaluation is sent by email after the course has finished.
Frequency: Courses are formally evaluated via Evalytics at least every three years. Additional courses may be evaluated digitally at the request of the Programme Director, the Programme Committee or the Examination Board, provided their request is submitted to evaluaties.ssw@vu.nl no later than 6 weeks prior to the examination week.

The standard distribution of formal evaluations can be found in this overview:

2026-2027	2027-2028	2028-2029	2029-2030
MA specialisation MP MA RMCS & CADC	MA specialisation MCC MA electives	MA specialisation MD MA Impact & Thesis	MA specialisation MP MA RMCS & CADC

2026-2027	2027-2028	2028-2029	2029-2030
• Essentials of Media Psychology • Problematic and Beneficial Effects of Media Use • Research Methods in Communication Science • Computational Analysis of Digital Communication	• Marketing Communication and the Consumer • Public Relations • Ma electives	• Source to Stories: Creating Public Debate • Headlines to Mindsets: Shaping Public Opinion • Impact Courses • Master's Thesis in Communication Science	• Essentials of Media Psychology • Problematic and Beneficial Effects of Media Use • Research Methods in Communication Science • Computational Analysis of Digital Communication

Informal course evaluation

How: When a course is not formally evaluated via Evalytics, the course coordinator will provide an alternative opportunity for students to provide feedback. This can be done orally, or on paper or via Mentimeter or other tools.
Frequency: at least in every year without a formal evaluation.

Panel discussions/focus groups

How: Held by two student assistants according to the focus-group protocol after period 4 is ended. Students are recruited through their teachers via courses, and through the program committee. Students from all three specialisations are included.
Frequency: once per year

Consultation with teachers

How: Teaching Excellence Meetings to discuss the education of the programme
Frequency: every month

Consultation with Programme Committee

How: Programme director (and/or programme coordinator) visit the programme committee, respond to feedback, and present questions.
Frequency: every month / programme committee meeting.

Follow-up

Focus groups: the student assistants who conducted the focus groups, write a report and share this with the involved students, involved teachers, teaching management and programme committee.
Following the course evaluation, the course coordinator assesses whether improvements will be implemented. When a course is evaluated via Evalytics, the course coordinator provides feedback to the students in Evalytics. They also mention what has been done with the results of the evaluation, for example in the course manual of the following year. The programme director monitors whether the adjustments lead to the desired improvements.
Following all course evaluations, the programme director discusses points for improvement with the course coordinators and consults with the programme committee. The programme committee monitors whether the follow-up results in the desired improvement.

B. Curriculum & Connection Labour Market

Methods and frequency

Digital Curriculum Evaluation

How Questionnaire is sent by mail through Evalytics once the student has completed all courses in the programme.
Frequency: Once every 3 years. Planning: ’24-’25, ’27-’28, etc

Consultation with Field Advisory Council (VAR)

How: Invitation for dinner with representatives from the VAR, newsletter and involvement in Alumni events

Frequency At least once a year

Alumni survey and Alumni events

How: We reach out to all our alumni on LinkedIn to hear what they do now. We organise Alumni events at the department.
Frequency: Once a year.

Curriculum discussion with teachers

How: Teaching Retreat.
Frequency: Once a year.

Consultation with Programme Committee

How Programme director (and/or programme coordinator) visit the program committee to discuss broader questions of curriculum, ask questions and gather feedback.
Frequency: Twice a year.

Follow-up

Following all evaluations related to the curriculum and the connection to the labour market, the Programme Director assesses whether improvements will be implemented. The decision and implementation are coordinated in consultation with the instructor(s) and the programme committee. The programme committee then monitors whether the follow-up leads to the desired improvement.

Appendix II Transition Table Communication Science

Transition Table 2025-2026:

Course in 2024-2025	Replacement course in 2025-2026
Marketing and Corporate Communication for Impact (S_MCCI)	Impact with Marketing and Corporate Communication (S_IMCC)
Media Psychology for Impact (S_MPI)	Impact with Media Psychology (S_IMP)
Nieuws en informatie in het digitale tijdperk (S_NAIDA)	Source to Story: Creating Public Debate (S_CPD)
Political Communication and Public Opinion (S_PCPO)	Headlines to Mindset: Shaping Public Opinion (S_SPO)
Political Communication for Impact (S_PCI)	Impact with Media on Democracy (S_IMD)
Privacy, Self-disclosure and Big Data (S_PSBD)	Other elective

Clean sweep test:
- Privacy, Self-disclosure and Big Data (S_PSBD)

Transition Table 2023-2024:

Subject in 2022-2023 (or before)	Replacement subject in 2023-2024
Internal Communication and New Media	Communication Technology in Organizations

Appendix III

PROGRAMME MASTER COMMUNICATION SCIENCE 2026 - 2027

WEEK	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	Period 1								Period 2								Period 3				Period 4								Period 5									Period 6			

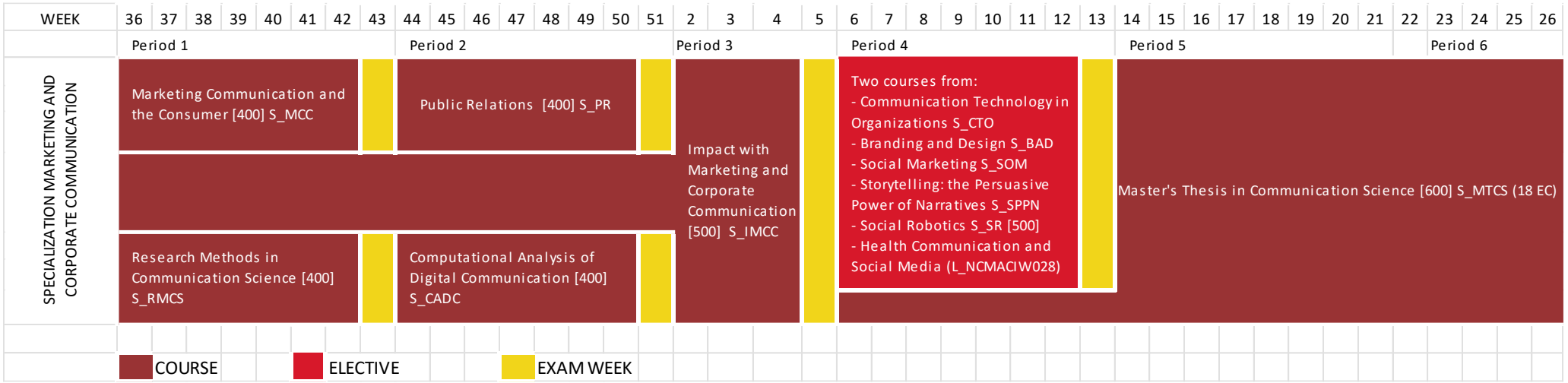
SPECIALIZATION MEDIA PSYCHOLOGY

- Essentials of Media Psychology [400] S_EMP
- Problematic and Beneficial Effects of Media Use [400] S_PBEMU
- Impact with Media Psychology [500] S_IMP
- Research Methods in Communication Science [400] S_RMCS
- Computational Analysis of Digital Communication [400] S_CADC
- Two courses from:
  - Communication Technology in Organizations S_CTO
  - Branding and Design S_BAD
  - Social Marketing S_SOM
  - Storytelling: the Persuasive Power of Narratives S_SPPN
  - Social Robotics S_SR [500]
  - Health Communication and Social Media (L_NCMACIW028)
- Master's Thesis in Communication Science [600] S_MTCS (18 EC)

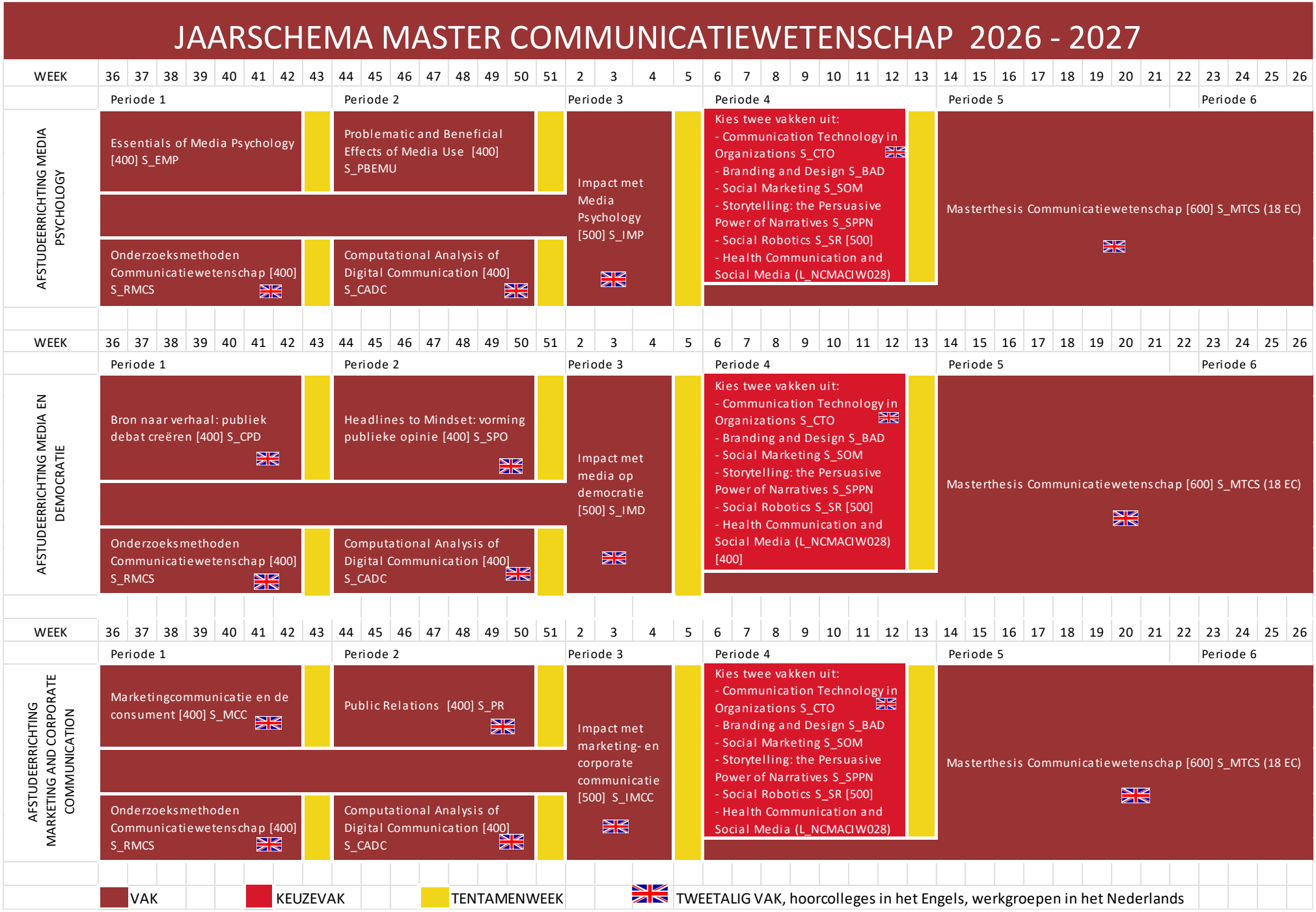
WEEK	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	Period 1								Period 2								Period 3				Period 4								Period 5									Period 6			

SPECIALIZATION MEDIA AND DEMOCRACY

- Source to Story: Creating Public Debate [400] (S_CPD)
- Headlines to Mindset: Shaping Public Opinion [400] S_SPO
- Impact with Media on Democracy [500] S_IMD
- Research Methods in Communication Science [400] S_RMCS
- Computational Analysis of Digital Communication [400] S_CADC
- Two courses from:
  - Communication Technology in Organizations S_CTO
  - Branding and Design S_BAD
  - Social Marketing S_SOM
  - Storytelling: the Persuasive Power of Narratives S_SPPN
  - Social Robotics S_SR [500]
  - Health Communication and Social Media (L_NCMACIW028)
- Master's Thesis in Communication Science [600] S_MTCS (18 EC)


WEEK
36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26
Period 1
Period 2
Period 3
Period 4
Period 5
Period 6
SPECIALIZATION MARKETING AND CORPORATE COMMUNICATION
Marketing Communication and the Consumer [400] S_MCC
Public Relations [400] S_PR
Impact with Marketing and Corporate Communication [500] S_IMCC
Two courses from:
- Communication Technology in Organizations S_CTO
- Branding and Design S_BAD
- Social Marketing S_SOM
- Storytelling: the Persuasive Power of Narratives S_SPPN
- Social Robotics S_SR [500]
- Health Communication and Social Media (L_NCMACIW028)
Master's Thesis in Communication Science [600] S_MTCS (18 EC)
Research Methods in Communication Science [400] S_RMCS
Computational Analysis of Digital Communication [400] S_CADC
COURSE
ELECTIVE
EXAM WEEK

JAARSCHEMA MASTER COMMUNICATIEWETENSCHAP 2026 - 2027



JAARSCHEMA PREMASTER CW 2026 - 2027

