

# **Teaching and Examination Regulations**

**Faculty of Social Sciences and Humanities**

***School of Social Sciences***

**Master's programme Communication Science**

**Academic year 2025-2026**

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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.
2. These Regulations enter into force on 1 September 2025.
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.

#### 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 programme consists of 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 ( <i>Student Lifecycle Management</i> );                                                                                                                                                                                                                                                                                             |
| 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:           | person studying;                                                                                                                                                                                                                                                                                                                                                    |
| 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 <a href="https://www.vu.nl/studiegids">https://www.vu.nl/studiegids</a> ;                                                                                                       |
| 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 broader Bachelor's or Master's degree; programme, such as a fully English-language study pathway within a Dutch-language Bachelor's or Master's 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.
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.
3. A unit of education comprises 6 EC or a multiple thereof.
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.

### 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 an annex to the student statute.
2. Signing up may only take place in the designated periods.

#### Article 3.2 Type of examination

At the examiner's request, the Examination Board may permit a different form of examination than is stipulated in the study guide.

#### 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.
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 can be made. This audio recording is retained by the university for the retention period applicable for examinations.

#### Article 3.4 Determining and announcing results

1. The examiner determines the result of a written examination within ten working days. The marking deadline for the first submission opportunity for theses is also ten working days. The marking deadline for the second submission opportunity for theses is no longer than twenty working days. 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.
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 fourth clause of the first paragraph 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.

#### 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, internships and theses are detailed in the faculty regulations masterthesis or relevant internship course manual or teaching regulations.
2. The most recent mark will apply in the event of a resit. A resit is allowed for both passed and failed units of education. A resit for the master's thesis, internship and practical exercise is allowed only if that unit of study is failed.
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.
4. The Examination Board may allow a student an extra opportunity to sit an examination if that student:

- a) lacks only those credits to qualify for their degree; and
- b) has failed the examination during all the previously offered attempts unless participation in an examination was not possible for compelling reasons, and;
- c) cannot take that examination by means of a regular examination opportunity within six months.

The extra opportunity can only be offered if it concerns a written examination, a paper or a take home examination. This provision excludes the practical exercises and the Master's thesis. 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.

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.

#### 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.
2. A final mark between 5 and 6 will be rounded to the nearest whole number: final marks below 5.50, rounded down; final marks of 5.50 or higher, rounded up. All other final marks will be expressed in whole or half marks.
3. To pass a given course or unit, a final mark of 6 or higher is required.
4. The Examination Board can allow the use of symbols rather than numbers.

#### 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.
2. The Master's thesis is excluded from this exemption possibility.

#### Article 3.8 Validity period for results

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

#### Article 3.9 Right of inspection and post-examination discussion

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 can submit a request to review their graded examination.
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.
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.
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.

#### 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.
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

##### 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 exit qualifications for the study programme.
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.
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.
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.
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.
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.
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.
8. The decision as referred to in paragraph 5 may specify a limited validity of the facilities granted.

#### 5. Hardship clause

##### Article 5.1 Hardship clause

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.

## 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.

#### 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.
2. The degree programme predominantly uses the following modes of assessment:
  - written examination;
  - report;
  - presentations;
  - thesis.

#### Article 6.3 Academic student counselling

The programme offers the student counselling as mentioned in Section A.

### 7. Further admission requirements

#### Article 7.1 Intake date(s)

The Master's programme starts on 1 September.

#### 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 S\_DIS + S\_QNRM. Candidates have knowledge of e.g. multiple regression, two-way anova, scale construction (factor analysis, reliability analysis), moderation and mediation analysis. If your statistical knowledge matches the level of S\_DIS, you may be admitted to the Master of Communication Science under the condition that you participate in the multi-day summer course Statistics for Communication Science offered in the second half of August;
  - 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.

3. Applicants 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;  
IELTS test has a validity of 2 years.
  - TOEFL iBT: an overall score of at least 100;  
TOEFL test has a validity of 2 years.
  - Cambridge Certificate of Proficiency in English (CPE) or Cambridge Certificate of Advanced English (CAE) with an overall score of at least 180.  
Cambridge tests are valid indefinitely.
4. 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 section 3):
  - a secondary education or higher education degree fully taught in English has been completed in Australia, Canada (except Quebec province), Ireland, New Zealand, Singapore, South Africa, the United Kingdom or the United States of America;
  - a Bachelor's or Master's degree in an English-taught programme accredited by NVAO in the Netherlands has been earned;
  - a Bachelor's or Master's degree in an accredited fully English-taught university programme has been earned in a member state of the European Union/ European Economic Area;
  - a VWO diploma or equivalent diploma in which the course of English of a comparable level is required has been earned;
  - the pre-master's assessment for the programme Communication Science has been successfully completed.

#### 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.
2. To be admitted to the pre-Master's programme, applicants have to pass the pre-Master's assessment of which the sections English language skills and Numerical & Mathematical skills are compulsory. The minimum scores to be achieved are 3 for English and 3.5 for Numerical & Mathematical Skills.
3. A candidate must demonstrate that they meet the language requirements, as specified in Article 7.2.
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.
  - c. Article 3.5.4 does not apply to pre-Master's students.
- 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.

## 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.

### 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.
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, exit qualifications and language

#### Article 9.1 Workload

The programme has a workload of 60 EC.

#### 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;
- Political Communication, Digital News and Public Opinion;
- Marketing and Corporate Communication.

All specifications in this TER concern the English track Communication Science. The specifications for the Dutch track Communicatiewetenschap can be found in the Dutch OER.

#### Article 9.3 Programme objective

The Master's programme in Communication Science is intended to prepare students for the professional labour market where they can hold a position in the field of communication. Graduates are communication scientists who are broadly employable in professional practice. The programme is characterised by a strong theoretical depth and students are trained to apply this theoretical knowledge to social issues. Research plays an important role in the programme, both in the form of being able to interpret and apply scientific research and in setting up and carrying out research. The focus is on applying academic knowledge and skills to socially relevant issues. The programme enables its graduates to work in the field of communication.

#### Article 9.4 Exit qualifications

1.

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, 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.

#### Article 9.5 Language of instruction

1. The language of instruction of the track Communication Science is English.
2. The 'Gedragscode vreemde taal' (Code of conduct for foreign languages) applies.

## 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.

2. Units of education are categorised as specialised (400), research-oriented (500) and highly specialised (600) level.

#### 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.

### 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.

#### 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 and approval by the Programme Committee, on 24 February 2025.

Approved by the Faculty Joint Assembly, on 13 May 2025.

Adopted by the board of the Faculty of Social Sciences and Humanities on 13 May 2025.

## 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.

### A. Courses & Teachers

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#### Methods and frequency

##### Digital course evaluations

**How** Questionnaire is sent by mail through Evalytics.

**Frequency** Each course: once a year

Courses shared with other programmes are evaluated every year unless all involved Programme Directors and Programme Committees agree otherwise.

##### Panel discussions/focus groups

**How:** Held by student members of the programme committee.

**Frequency:** once per semester

##### 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.

### Follow-up

Following the course evaluation, the Course Coordinator assesses whether improvements will be implemented. The Course Coordinator provides feedback to the students in Evalytics (if possible) or by other means. 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

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#### 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

#### Panel discussions/focus groups

**How:** Held by student assistants. Students are recruited through their teachers via courses, via the Honours Program and through the Program Committee.

**Frequency:** once every two years.

#### 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

**How:** We reach out to all our alumni on LinkedIn to hear what they do now.

**Frequency:** Once a year.

#### Curriculum discussion with teachers

**How:** Departmental meetings.

**Frequency:** At least 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_PSBDB)           | Other elective                                             |

Clean sweep test:

- Privacy, Self-disclosure and Big Data (S\_PSBDB)

### 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 2025 - 2026 |                                                        |    |    |    |    |    |    |    |          |                                                               |    |    |    |    |    |    |          |   |                                            |   |          |   |   |                                                                                                                                                                                                                                |    |    |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
|----------------------------------------------------|--------------------------------------------------------|----|----|----|----|----|----|----|----------|---------------------------------------------------------------|----|----|----|----|----|----|----------|---|--------------------------------------------|---|----------|---|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----------|----|----|----|---------------------------------------------------------------|----|----|----------|----|----|----|----|----|----|--|--|--|--|--|--|--|
| 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 [500] S_PBEMU |    |    |    |    |    |    |          |   | Impact with Media Psychology [600] S_IMP   |   |          |   |   | Two courses from:<br>- Communication Technology in Organizations S_CTO<br>- Branding and Design S_BAD<br>- Social Marketing S_SOM<br>- Storytelling: the Persuasive Power of Narratives S_SPPN<br>- Social Robotics S_SR [600] |    |    |    |          |    |    |    | Master's Thesis in Communication Science [600] S_MTCS (18 EC) |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
|                                                    |                                                        |    |    |    |    |    |    |    |          |                                                               |    |    |    |    |    |    |          |   |                                            |   |          |   |   |                                                                                                                                                                                                                                |    |    |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
|                                                    | Research Methods in Communication Science [400] S_RMCS |    |    |    |    |    |    |    |          | Computational Analysis of Digital Communication [500] S_CADC  |    |    |    |    |    |    |          |   |                                            |   |          |   |   |                                                                                                                                                                                                                                |    |    |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
|                                                    |                                                        |    |    |    |    |    |    |    |          |                                                               |    |    |    |    |    |    |          |   |                                            |   |          |   |   |                                                                                                                                                                                                                                |    |    |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
| 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 [500] S_SPO      |    |    |    |    |    |    |          |   | Impact with Media on Democracy [600] S_IMD |   |          |   |   | Two courses from:<br>- Communication Technology in Organizations S_CTO<br>- Branding and Design S_BAD<br>- Social Marketing S_SOM<br>- Storytelling: the Persuasive Power of Narratives S_SPPN<br>- Social Robotics S_SR [600] |    |    |    |          |    |    |    | Master's Thesis in Communication Science [600] S_MTCS (18 EC) |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
|                                                    |                                                        |    |    |    |    |    |    |    |          |                                                               |    |    |    |    |    |    |          |   |                                            |   |          |   |   |                                                                                                                                                                                                                                |    |    |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |
|                                                    | Research Methods in Communication Science [400] S_RMCS |    |    |    |    |    |    |    |          | Computational Analysis of Digital Communication [500] S_CADC  |    |    |    |    |    |    |          |   |                                            |   |          |   |   |                                                                                                                                                                                                                                |    |    |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |  |  |  |  |  |  |  |

| 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 [500] S_PR                                  |    |    |    |    |    |    |          |   | Impact with Marketing and Corporate Communication [600] S_IMCC |   |   |          |   |   | Two courses from:<br>- Communication Technology in Organizations S_CTO<br>- Branding and Design S_BAD<br>- Social Marketing S_SOM<br>- Storytelling: the Persuasive Power of Narratives S_SPPN<br>- Social Robotics S_SR [600] |    |          |    |    |    | Master's Thesis in Communication Science [600] S_MTCS (18 EC) |    |    |          |    |    |    |    |    |    |    |
|                                                      | Research Methods in Communication Science [400] S_RMCS |        |    |          |    |           |    |    |          | Computational Analysis of Digital Communication [500] S_CADC |    |    |    |    |    |    |          |   |                                                                |   |   |          |   |   |                                                                                                                                                                                                                                |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |    |
|                                                      |                                                        | COURSE |    | ELECTIVE |    | EXAM WEEK |    |    |          |                                                              |    |    |    |    |    |    |          |   |                                                                |   |   |          |   |   |                                                                                                                                                                                                                                |    |          |    |    |    |                                                               |    |    |          |    |    |    |    |    |    |    |