

INTERNATIONAL COMMUNICATION & MEDIA

PHASE 1

STRATEGY & PLANNING

Brand Communication
Corporate Communication
International Marketing
Regional & Citymarketing

BUSINESS & SOCIETY

Psychology
World Economics
Innovation in communication
Intercultural communication
Film and media genres

CONCEPT & CREATION

Visual Design
Digital Lab
Video production 1

@ WORK

Introduction to ICM
Inspiration Lab

ELECTIVES

Short Summer Intership

Spanish

Dutch

French

Other Language

International Project 2

Free Study Space

Public Speaking

Media & Diversity

PHASE 2

STRATEGY & PLANNING

Communication and Media
Strategy
Online Tools

BUSINESS & SOCIETY

Research Methods

CONCEPT & CREATION

Mobile & Social Media
Storytelling
Graphic Design Print & Web

@ WORK

Study Exchange
or
Minor Media Experience

COMMUNICATION SKILLS

Copywriting

ELECTIVES

Free Study Space

Spanish

Dutch

French

Other Language

Media & Diversity

PHASE 3: BRANDING & ACTIVATION

STRATEGY & PLANNING

Expert Classes
Branding & Activation
Expert classes
Communication Technology

BUSINESS & SOCIETY

Digital Media Management

CONCEPT & CREATION

Expert skills
Graphic Design
Expert skills
Branding & Activation

@ WORK

Semester 1
International Pitch
Semester 2
International Internship
(15 weeks)

COMMUNICATION SKILLS

Writing & Presentation Skills

ELECTIVES

Intercultural Communication

Spanish

Dutch

French

Other Language

Public Speaking

Playground

Internationalisation@thomasmore

Media & Diversity

OR

PHASE 3: PUBLIC & CORPORATE AFFAIRS

STRATEGY & PLANNING

Expert classes
Public & Corporate Affairs
Expert classes
Communication Technology

BUSINESS & SOCIETY

Digital Media Management

CONCEPT & CREATION

Expert skills
Graphic Design
Expert skills
Public & Corporate Affairs

@ WORK

Semester 1
International Internship
(15 weeks)
Semester 2
International Pitch

COMMUNICATION SKILLS

Writing & Presentation Skills

ELECTIVES

Intercultural Communication

Spanish

Dutch

French

Other Language

Public Speaking

Playground

Film & Media Genres

Test-bench New Technology

International Media Landscape