Minorregulations for the minor Strategies for Innovative Communication - 2021-2022

1. Name minor: Strategies for innovative communication

2. English name: Strategies for innovative communication

3. Content of minor

Learning Objectives
In the present day and in the present world, quality of communication is a key-, in some cases even critical factor in the successful development and implementation of policies and all forms of entrepreneurship and societal endeavour. Paradigm shifts are the new playing field of the communication professional. This future professional is the sense giver who should see through and understand this changing field. And act as an analytical, creative and strategic professional. This role might be viewed as **Thought Leader**. On top of that professionals in communication need to become partners of the management of companies and organisations in all relevant strategy, development and innovation discussions in order to make a relevant contribution. These professionals in communication are critical and creative thinkers, have a good sense for strategy and make great collaborators. They understand relevant stakeholders and know how to connect with them. They might be viewed as **Boundary spanner** who are able to connect the inner world and outer world of organisations and companies. This role implies that they have a broad insight in the development of disciplines as communications, journalism and media. They are able to interpret and connect developments in the technological and social-cultural domain to advance and promote social innovation and change.

This minor aims at empowering students to become those professionals in communication. We will realise these goals by introducing state-of-the-art knowledge in strategies of innovative communication and in educating those research-, ideation- and design-methodologies that sharpen and expand the toolset of the professional in communication.
By working with a central theme in the minor: *the City* this programme makes it possible to align the different sub courses that are focusing on new theory and methodology. We see the city as a place where economic, social and cultural space connect with personal space. It is a rich space where the student journey the minor hopes to stimulate and facilitate, can reach its maximum potential in regard to the pursued learning effects.

The assignments the students will perform, will enable them to explore and occupy the above mentioned spaces with new initiatives and to test and elaborate on new found knowledge in the field of strategic communication. By stimulating experiments in research, ideation and exploration of new techniques in communication, the minor aims also to encourage students to reach their personal goals that they will set at the start of the minor.

The learning objectives
In the minor Strategies for Innovative Communications the ‘ten faces of innovation’ is a structured overview of roles in an innovative environment and helps the student to develop and enrich his personal learning journey.
Also it functions as a driver to enable a student to get a conceptual and personal grip on his assignments he carries out. It puts the developed knowledge of and skills in innovative communication in a strategic perspective and helps to shape the true task of all professional communication: to create novel points of view to bridge and to bond.

The Boundary Spanner / Thought Leader– role in its contributory components

1. **Innovation**
   The student is able to:
   - come up with ideas, strategies and output (plans, prototypes, concepts, products) that represent an innovative approach to the problems and challenges that he takes up in his assignments;
   - apply a method to his work that is rooted in design thinking models or related novel approaches to problem solving and/or innovation;
   - reflect on this method and his results in discussions with his tutors during the Kitchen Reviews.

2. **Strategy**
   The student is able to:
   - represent, analyse and evaluate valid communication strategies for organizations;
   - evaluate new strategies like Thought Leadership and express their relevance for organisations and society;
   - indicate how organisations can express and advertise Thought Leadership;
   - develop a Novell Point of View for a chosen organisation and advocate and present this in an imaginative way.
   - demonstrate his progression in the development of his strategy skills to his tutors during the Kitchen Reviews;
   - reflect on his performance in the different assignments and learning journey in strategy skills in his assessment at the end of his minor.

3. **Research**
   The student is able to:
   - gain a deepened understanding of the problem in order to define the core problem (problem finding);
   - identify the best possible solution by testing different options (solution finding);
   - apply relevant research techniques, using mixed methods, in problem finding and solution finding;
   - demonstrate that he masters a set of relevant research technique (e.g. content analysis, observation, testing) in problem finding and solution finding;
   - show an analytical and inquiring attitude in his role as a researcher;
   - demonstrate his progression in the development of his research skills to his tutors during the Kitchen Reviews;
   - reflect on his performance in the different assignments and learning journey in researching in his assessment at the end of his minor.

4. **Ideation**
   The student is able to:
   - apply relevant ideation techniques and methods in a design and or problem-solving process;
   - come up with a variety and combination of innovative and original ideas that address an ill-defined and sticky problem or challenge;
   - show a heightened sense of his own creativity and is able to demonstrate this by a reflection on his creative output;
   - experiment and take risks in exploring and expanding his own creativity and demonstrates this to his tutors during the Kitchen Reviews;
   - reflect on his performance in the different assignments and learning journey in creative thinking skills in his assessment at the end of his minor.

5. **Creation**
   The student is able to create a product:
   - that draws on a wide variety of sources, including different texts, media, resource persons, or personal experiences;
   - that is interesting, new, or helpful, making a relevant contribution in solving a problem, in bringing a new and inspiring experience, in informing and engaging people and/or in changing behaviour in a desired way;
   - That explores and puts to effect new techniques of (digital) communication like AR and VR;
   - That is presented to clients, stakeholders, other participants in the assignments in an imaginative and evocative way that engages everyone involved.

6. **Context**
   The student is able to:

- underpin the output (reports, proposals, prototypes) of his assignments with his own analysis and interpretation of self-searched, offered and recommended specialized literature and other sources on:
- *Urban development and the rise of (mega)cities in the network society/ Communication Strategies/ Intercultural Communication* ;
- Demonstrate and discuss his findings in desk and field research on these topics with his tutors during the Kitchen Review.

7. **Reflection**
   The student is able to:
   - Actively ask for and reflect on feedback on his performance, provided by peers and tutors during his learning journey;
   - Represent his learning journey in a chosen form that enables the reader/viewer to understand and value the road(s) taken;
   - Reflect on his personal learning goals, his learning experiences and his learning outcomes in this representation;
   - Value his learning outcomes in a critical reflection that leads to concrete forms of feed forward.

4. Education components

During 18 weeks you will embark on a very personal learning journey around the theme **Making Sense of the City**, based on United Nations' Sustainable Development Goal (SDG) #11: *Make cities and human settlements inclusive, safe, resilient and sustainable.*

In the introductory week 1, you define your personal learning goals and learning plan. After week 1, the programme is divided into three blocks:
Themes

- **Mapping and Mixing the City** (2 weeks): explore the different issues in different cities
- **Changing views on the City** (4 weeks): explore economic, social and cultural dimensions in an assignment for a client.
- **Making Sense of the City** (10 weeks): develop a communication strategy and execution plan addressing SDG 11 in an assignment for the city of Eindhoven.
- **Learning Journey** (over all assignment) : reflect on your learning journey in a profound and communicative way.

In each of these blocks, you will explore, ideate, create and execute strategic communication concepts in various assignments and with increasing depth. It is a personal journey where you learn and expand your skills and knowledge in research, ideation, creation, executing and developing innovative communication strategies. To guide you on this journey we offer Lectures and Skills Lab classes, as well as field trips and guest lectures:

Labs

- **Strategy Lab**: 6 classes on communication strategy, models, theory and use cases
- **Research Lab:** 6 classes on research techniques using mixed methods
- **Ideation and Creation Lab:** 6 classes to develop your creative thinking and ideation power and on tools and techniques to bring your ideas to life and to validate your ideas into tangible concepts
- **Tech Lab:** 3 classes on technological innovation to support communication strategies
- **Learning Journey:** Individual coaching on your personal learning objectives

In all labs, you work both on individual assignments and group work.
In the last block of 10 weeks, you choose the knowledge and skills toolboxes to apply to your individual project for *Making Sense of the City,* as well as your personal learning goals in your personal performance plan.

In addition, in the course of the programme you will get lectures (Inspirational Touch Points) on global trends and intercultural competences, and will visit various places and organizations, relevant to the assignments.
Assessment

You will be assessed both on the various assignments throughout the course, as well as your final personal learning plan.

5. Enrolment in the education components

N/A

6. Overview of tests and registration for tests (see articles 18 and 22 general section of the TER)

Assignment	Form	Individual/group	Scale
Mapping and mixing the City	portfolio	group	Numerical
Changing views on the city	portfolio	group	Numerical
Making Sense of the Cities	portfolio	group	Numerical
Learning Journey	Portfolio + interview	individual	Numerical

7. Passing the minor
Student will pass the minor with a positive result (> 5.5) for all assignments.

8. Validity
This information is valid for the academic year 2021-2022.

9. Entry requirements minor
To participate the student must have past his foundation year and must write a motivational letter. On the basis of this letter an intake interview will take place before admission to the minor.

10. Not accessible for
N/A

No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.

11. Exam committee
The exam committee of Communications of Fontys University of Applies Sciences is authorized to judge requests made by students of this minor. They can be contacted examencommissiefhec@fontys.nl.

12. Diploma supplement
Fontys' minor Strategies for Innovative Communication is an in-depth minor of 30 ECTS which covers a number of relevant aspects of the subject communication. The focus in 'Strategies for Innovative Communication' is on applied research and strategical advice in the areas of branding, PR and marketing. Current developments are discussed, for example, with regard to technological and social developments, as well as new strategic models from the field. A deepening of the theory is also included. The knowledge gained is put to use in examples from practice. We discuss current subjects which play a part in the occupational field of a communications professional.