

Department of Management and Communication

JOURNALISM, ADVERTISING & PUBLIC RELATIONS (JAP)

Semester Programme in English (version 2017-2018)



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1 Journalism, Advertising and Public Relations at the Artesis Plantijn Hogeschool

Are you a student of Journalism, Advertising or Public Relations and are you planning to study in Antwerp?

Well, we are convinced that you have made the right choice. We will provide the skills and qualifications you need to reach your goals in the heart of a city that offers an exciting social life: Antwerp!

The Artesis Plantijn Hogeschool has committed itself to ensure the highest quality education and training in organizing Erasmus student mobility. For that reason we co-operate with several universities and institutions of higher education throughout Europe within the framework of the Erasmus Plus programme.

The Department of Management and Communication has 30 years of experience in communications education and offers several communications courses at a Bachelor level. Students become professionals in one of the following fields: Journalism, Commercial communication and Advertising or Public relations and information.

As an Erasmus student you will integrate easily as you follow the courses together with your Flemish student colleagues. English is the language of instruction.

The international semester will surely add value to your degree and your career opportunities and improve your English language as well as your team working, intercultural and communication skills.

2 Who can participate?

You can participate if you are an incoming Erasmus student, studying **Journalism, Commercial Communication and Advertising and Public Relations** at one of our partner universities.



3 English language level + Video CV

All Erasmus courses are taught in English with the exception of the foreign language courses French, German and Spanish.

Most courses will also be offered to our own students in order to ensure further opportunities for integration.

You take exams in the same way as Belgian students do. You will be asked to do papers and presentations in English as well as the final examinations. All literature is in English. Student attendance is also obligatory in all courses.

Therefore **sufficient** proficiency of the English language (B2) is recommended to be able to follow courses and successfully pass exams.

As an extra assignment, all participants to the JAP-programme are requested to introduce themselves in a video CV of 1min30 sec, format 720 25p (=HD-ready) or 1080 25p (Full HD).

In this video you tell who you are and why it is so important for you to take part in the programme. You use the upload tool www.wetransfer.com to send your video to nadia.vissers@ap.be before 01/05/2017. The JAP coordinator will check the videos on language and creativity to decide whether you're the right student for the JAP-programme. Moreover, your video will be used to introduce you to the lecturers and fellow students of the programme, so make sure you produce an inspiring video!"

4 How many ECTS-credits do I get?

Artesis Plantijn Hogeschool awards 30 credits for one semester.

Credits are awarded only when the course has been completed and all required examinations have been successfully taken.

Artesis Plantijn Grading Scale compared to the ECTS scale:

Artesis Plantijn	ECTS grade
18-19-20	A EXCELLENT
15-16-17	B VERY GOOD
13-14	C GOOD
11-12	D SATISFACTORY
10	E SUFFICIENT
8-9	FX FAIL (with possible deliberation)
0-1-2-3-4-5-6-7	F FAIL (no deliberation possibility)

5 Welcome week: Dutch language course and Antwerp Culture

Erasmus students coming to AP for a study exchange or traineeship, also have the opportunity to get to know something about the Dutch language and Antwerp culture, with the aim of being prepared for their Erasmus mobility period.

During 4 days before start of the semester, a **Dutch Basic Language course (15 hours)** will be organized **in combination with cultural visits in Antwerp**. This welcome week is highly **recommended** for all international students as it will facilitate your integration during your exchange period.

There is a contribution of maximum €40.00 for the cultural visits.

A **welcome day** is organized at the end of the week. During this day, which is **mandatory** for all students, you will receive lots of practical information.

Please register in time, the deadline for submission is **1st May** for the 1st semester.

6 Timing and location

Start date	1st semester
JAP	
Welcome Week	Monday 11 th September 2017 - Thursday 14 th September 2017
Welcome day	Friday, 15 th September 2017
Start of programme	Monday, 18 th September 2017
Official end date	Friday, 2 nd February 2018

Holidays:

Autumn Break: 30th October – 5th November 2017 (1 week)

Christmas Holiday: 25th December 2017 – 7th January 2018 (2 weeks)

Other free days: 11th November 2017 (Saturday)

Location:

Artesis Plantijn University College
Meistraat 5
2000 Antwerp



7 Courses

Underneath you see the provisional JAP-programme for autumn 2017.

The first cluster of courses are general courses whereas cluster two and three are only for students of Advertising / Public Relations OR Journalism.

General Courses*	ECTS
for students of Management and Communication	
Experiencing Belgian Culture	5
Trends in Management and Communication	5
for students in Journalism, Advertising or Public relations	
International Project (<i>max. 10 students allowed</i>)	4
Extra language 1: English BASIC or INTERMEDIATE	4
Extra language 2: German ADVANCED / Spanish ADVANCED / French ADVANCED	4
Seminar (1 week)	4
Intercultural Communication	4
European Media Policy	4
Do It Yourself (<i>only approval after intake conversation</i>)	4
Courses*	ECTS
only for students in Advertising and Public Relations, definite approval after an intake conversation	
Video Production	4
International Brand Communication	4
Photoshop	4
Professional Practice in Campaigns	4
Public Affairs	4
Courses*	ECTS
only for students in Journalism, definite approval after an intake conversation	
Constructive Interviewing	4
Photojournalism	4
Online Journalism	4
Media Practice@AP (<i>related to one medium specialization: tv, print or radio</i>)	4
Journalistic Project: Observing The Media	4

**All courses and course descriptions are subject to changes at any time.*

8 Course descriptions

EXPERIENCING BELGIAN CULTURE

You create your individual portfolio on Belgian culture following the instructions given in the beginning of this course. You will be invited to learn more about the Belgian culture through going to museums, attending cultural events (theatre plays, films, media events, ...), following lectures within the variety of lectures of Studium Generale, visiting Belgian cities and analysing media houses or / and advertising companies, You will be asked to give a final presentation to a jury that shows and proves your engagement in the different assignments.

You have to choose one course of the two 'general' Management and Communication courses: 'Experiencing Belgian Culture' or 'Trends in Management in Communication'.

TRENDS IN MANAGEMENT AND COMMUNICATION

'Trends in Management & communication' is a course with several underlying topics within management and communication in Europe. The Belgian law system as well as the media landscape in Belgium will be discussed. Tips & tricks and very practical skills regarding time management, presentation techniques, mail etiquette and commercial communication will be added to best practices in Business Project management, CRM-systems, Risk management in banking and direct marketing. You have to choose one course of the two 'general' Management and Communication courses: 'Experiencing Belgian Culture' or 'Trends in Management in Communication'.

INTERNATIONAL PROJECT

In this project you will work together as a team with fellow students, who come from all over Europe. The project focuses on how to promote the international exchange experience to students from AP University and on integrating with 'regular' students from AP. You will organize an informative evening in which you present the Erasmus exchange programme and your home university and give Flemish students all the information they need to go on an Erasmus+ exchange. You will develop a campaign to promote your event. Throughout the semester, you will also develop communication tools to facilitate integration and communication with Flemish students.

This course is limited to 10 participants.

ENGLISH BASIC / INTERMEDIATE

Essential grammar items and intermediate vocabulary are explained and/or revised + intensively trained in exercises that will have to be prepared individually.

Oral exercises in order to improve oral performance.

You will be organised in small groups and be taught by AP teachers of English-to be.

GERMAN ADVANCED

In this course we offer you ready-to-use skills and tools, which are important in the world of communication: mailing, phoning, writing short letters, ... The course aims at developing your oral skills in conversation on current issues and your written skills in business mails and letters.

And you expand your vocabulary.

SPANISH ADVANCED

In this course we offer you ready-to-use skills and tools which are important in the world of communication both at work and in daily life. You can describe events and situations (experiences) in

the past and the future. You expand your grammar and vocabulary needed for practical communication (written and oral) in realistic situations.

FRENCH ADVANCED

In this course we offer you ready-to-use skills and tools which are important in the world of communication. You can upgrade your French language skills. You can persuasively present a self-chosen subject, give a summary, and comment on articles from the French press. You expand your grammar and vocabulary.

SEMINAR

During one week in December 2017 communication and journalism experts and lecturers from our international partner institutes organize interactive workshops, practical trainings and lectures focusing on a current, innovative media and communication topic.

Each training session will be related to an individual or group assignment.

Moreover, throughout this week, you'll have to work on a group final product, probably a video report or/and a digital magazine for which instructions will be given in advance.

The outcome of all these assignments will make up for your final product of this course.

INTERCULTURAL COMMUNICATION

The main focus of this course is the importance of intercultural communication in different settings.

Starting with insights on culture and communication the following subjects will be covered:

demographic and cultural issues, narrative approach, communication models and patterns, dimensions of culture, cultural adaptations perspectives, culture shock and intercultural competence.

EUROPEAN MEDIA POLICY

Economic aspects of international media.

Media convergence & Media concentration.

The involvement of the European Union in media policy.

Tools of European media policy.

An overview of powerful European media conglomerates.

DO IT YOURSELF

You choose and look for your practical and course-related assignment yourself (journalistic project, PR event, Linguapolis Dutch, ...).

All assignments are individual and won't be coached during the semester.

You present your ideas at the beginning of the academic year, you come up with a proposal and timetable all by yourself.

You can obtain 4 credits with the equivalent of 104 hours workload. You might combine 4 times 26 hours workload for each credit.

Examples: producing a radio or video podcast, assignments for an external customer, creation of a brochure or website for a company or an organization in Europe, ...

VIDEO PRODUCTION

Corporate videos – be it commercials, testimonials or any short film online – have become more important than ever. Companies and organizations, both large and small, all rely on moving images to tell and sell their stories to different audiences and stake holders. This course is very practical: first

you will recreate two or three simple adverts and then you'll pitch your own storyboard. Eventually, you'll make your own short corporate video.

This course is limited to 5 participants.

This course is only open to students of Advertising and Public Relations.

INTERNATIONAL BRAND COMMUNICATION

International corporate communication is a very broad area of study. This course focuses on two specific aspects: brand communication and corporate communication.

Brands play a key role in the communication strategy of a company. They help to establish the identity of the firm in the marketplace and to develop a solid customer franchise. Many firms move into international markets by acquiring companies in other countries or by entering into international alliances. They therefore need to harmonize their brand portfolio across boundaries on the basis of a cohesive and effective brand strategy.

International brand communication uses specific strategies and techniques. Many international campaigns will be analysed and talked about.

This course is only open to students of Advertising and Public Relations.

PHOTOSHOP

This course is for students who are fascinated by digital photography and who are eager to learn advanced composing techniques within Photoshop.

Step by step, through elaborate practising you will learn and train the complex techniques of Photoshop.

This course is limited to 5 participants.

This course is only open to students of Advertising and Public Relations.

PROFESSIONAL PRACTICE IN CAMPAIGNS

You already know the communication tools and techniques for a creative process. You know how to judge the value of a creative concept. You know the procedures that enforce the power of a convincing message to a target audience.

There are no fixed rules to decide whether a campaign is good or bad. A lot of authors give practical advice and the do's and don'ts concerning language, lay-out, typography, photography. You deal with this advice in a critical way.

You will learn how to develop a commercial/social marketing campaign for a real customer or an international competition. You will work with your fellow students as a real full service communication agency, on an integrated communication and media-strategy. When your strategy and planning is agreed upon, you can start with generating campaign concepts. As for the creative execution, you are expected to produce a minimum of 3 creative executions of your campaign idea.

This course is only open to students of Advertising and Public Relations.

PUBLIC AFFAIRS

This course investigates the essence of Public Relations: retaining relations with crucial target groups such as government and the environment. Quite often this includes capitalizing on public opinion. This means that the role of the press is a crucial factor. This course also analyses the working of the European decision-making process in order to understand how decisions can be influenced. The course includes typical lobbying techniques and strategies. This is illustrated by means of some important issues and an analysis of the strengths of the different stakeholders involved.

This course is only open to students of Advertising and Public Relations.

CONSTRUCTIVE INTERVIEWING

Good interviewing techniques are one of the most important tools of a journalist. In this course you expand your questioning techniques and you learn how to interview respondents for different purposes. You train how to interview in order to gather concise and correct information, how to approach the topic critically and how to construct a personal interview in which your respondent is the main point of interest.

Moreover, we focus on a constructive approach of news and you're strongly recommended to read 'Constructive News' by Ulrik Haagerup.

This course is only open to students of Journalism.

PHOTOJOURNALISM

This course is a creative one. You work on mandatory as well as individually chosen assignments for which you use a digital reflex camera. Through permanent feedback you learn about composition, natural and artificial light, tips and tricks for digital photography and elementary Photoshop. You work in a photo studio and in lifelike situations.

Photojournalists come and talk about their profession.

This course is limited to 5 participants. This course is only open to students of Journalism.

ONLINE JOURNALISM

In this advanced Online Journalism course, we

(1) Practice and reflect on new formats for online publishing. Assignments include an individual blog, a long read and an analysis of an existing innovative online format. In interactive workshops we will discuss specific features of mobile and tablet formats and ways in which online formats can enhance the news experience. Students will apply the outcomes of these discussions in their blogs and long read

(2) Practice and reflect on the role of social media in journalism

(3) Discuss and reflect on new business models in online news publishing and the effects of online on traditional media business models.

This course is only open to students of Journalism.

MEDIA PRACTICE@AP

As a real journalist you can work for the AP in-house media: Flash television, CRAP radio, the regional newspaper 'De Triangel' and our web platform journalistiek.ap.be.

Depending on your professional skills and preliminary training at your home institution, you'll write news articles, online long reads, produce radio shows and programmes or television reportages or interviews.

This is a course that has limited places: 2-3 for radio, television, online and print each.

This course is only open to students of Journalism.

JOURNALISTIC PROJECT: OBSERVING THE MEDIA

In this journalistic project we try to reach a deeper understanding of how the media work: we observe and analyse them. That research is based on the required reading.

Required reading (in 2016, will probably change in 2017):

A.De Botton. The News: A User's Manual. Penguin, 2014.

Ulrik Haagerup. Constructive News. Jill Ann Press, Copenhagen. 2014.

This course is only open to students of Journalism.

9 Accommodation in Antwerp

Artesis Plantijn University College does not dispose of its own accommodation. Once your enrolment has been completed, we send you a list of addresses that are available on the private market.

Some students prefer to arrive in advance or during the summer months to find a room of their own choice. In such cases, accommodation can be booked in a student/youth hostel for the first few days. Antwerp has several youth hostels, most of them are situated in the centre.

More information with addresses can be found on www.use-it.be

We have only experience with 2 hostels:

- Youth Hostel 'Pulcinella'

Bogaardeplein 1, 2000 Antwerp (this is a new square untraceable on some maps – you can find it between the streets “Kammenstraat”, “Sint-Antoniussstraat” and “Happaertstraat”)

E antwerpen@vjh.be

T+32 3 238 02 73

F +32 3 248 19 32

www.jeugdherbergen.be/antwerpen.htm

You can reach the hostel easily by metro 2, 3 or 5 from the railway station (central station) in the direction of “Linkeroever”. You have to get off at the stop “Groenplaats”. From there you can walk to the hostel.

- Youth Center Het Scoutshuis

Wilrijkstraat 45, 2140 Antwerp

E scoutshuis@hopper.be

T+32 3 226 46 06

www.hopper.be/jeugdverblijf/het-scoutshuis

10 Student services at Artesis Plantijn University College

Stuvo AP offers you a wide range of possibilities to relax and enjoy your stay at Artesis Plantijn University College. You can enjoy many sports or cultural activities at reduced cost. More information will be given on the introduction day.

Furthermore you can visit their website www.ap.be/stuvo or pass by after your arrival in Antwerp. You can find them at Campus Lange Nieuwstraat, Lange Nieuwstraat 101, 2000 Antwerp.



11 Registration and online information

The registration deadline for Journalism, Advertising and Public Relations is **1st May 2017**. After the deadline, a selection will take place. Students will be advised before 15th May of their approval/refusal.

Artesis Plantijn partner institutions should send the student's application form to AP international office. You can find the full procedure and download the application form on the website www.ap.be/international/how-apply.

After receipt of the application documents, additional information will be given, such as:

- Welcome day and Welcome week
- accommodation
- procedures for registration (residence permit)
- activities, integration & facilities
- invitation letter, for visa purposes

12 Contact

Academic information about the course:

Nadia Vissers, incoming Erasmus coordinator and lecturer

E nadia.vissers@ap.be

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Meistraat 5

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Administration Incoming Erasmus students:

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You can find more information on the Artesis Plantijn website: www.ap.be/international