

## JAP COURSES 2025-2026: SHORT DESCRIPTIONS *(in alphabetical order)*

### **BELGIAN CULTURE AND TRENDS (6 ECTS)**

This course consists of two parts. In the first part – called Experiencing Belgian Culture- you will become acquainted with various aspects of Belgian society. A general introduction on Belgium will enable you to understand the country better. A few lectures will focus on the political, economic and cultural dimensions of Belgium, a country that has much more to offer than beer and chocolate. Even Belgium's music scene will be discussed. You will get to know some of our best performing artists since 1960 on the international stage! There will be no written or oral exam on this first part. During the semester, you will work on a group assignment. The results will be presented at the end of the semester. In the second part of this course – called Trends in Management & Communication – an overview of current developments within the broad field of management and communication will be discussed. This part of the course consists of a variety of topics (e.g. reputation management, sustainability, employer branding, circular economy, diversity & inclusion, etc.) that pose a challenge for managers and communication professionals.

### **CAMPAIGNING (4 ECTS)**

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.

### **CONSTRUCTIVE INTERVIEWING (4 ECTS)**

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 in a constructive way. 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.

In class we'll listen to and give feedback on each other's interviews.

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

### **CONTENT MARKETING (4 ECTS)**

In the new media context no longer only the official or professional media groups produce content: good stories, clever files, catchy background stories, gripping interviews...

More and more companies, brands and authorities use editorial content as a communication tool in order to inspire, inform and entertain their customers. And moreover: companies, brands and authorities will be obliged to communicate about their sustainability efforts.

Brands create their own compelling content stories and sustainability narrative and as such become important players in the media field themselves.

In the course of Content Marketing you'll get to know and learn to practise this new media discipline yourself.

### **CROSSING BORDERS (4 ECTS)**

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.

### **DIGITAL AD SKILLS (4 ECTS)**

In our current society a communication professional can't function anymore without the necessary digital skills. You have to be able to use social media for professional goals.

In this course we study the digital media landscape and the new mediamix anno 2025. In a theoretical part of the course we consider how social media influence our society and industry. Furthermore, we focus on the newest trends in social media and by extension, we study the complete digital media landscape.

### **FACT CHECKING (4 ECTS)**

Within the pan-European EUfactcheck project ([www.eufactcheck.eu](http://www.eufactcheck.eu)) you perform 3 factchecks. You investigate 3 claims on European themes politicians and other public figures are stating in the (social) media.

In factchecking it is all about finding out whether a claim is true, mostly true, mostly false or false.. And maybe you will find out that a statement can't be checked in full. It remains 'uncheckable'.

You will have to talk to experts who can help you assess the claims, you will read research reports, you will dive into internet to find out if there is material confirming the claim you are investigating. And imagine how proud you will when you find out that a politician is quoting numbers that are really not accurate.

Besides the 3 factchecks, you write 3 blog posts in which you talk about your experiences, reflections and thoughts while you were factchecking.

With the project we want to contribute to a public debate that is based on facts and not on emotions, half truths and lies, as we have seen in the Brexit discussion and still see in the debate on e.g. migration and climate change.

### **IMMERSIVE STORYTELLING & VR (4 ECTS)**

The narrative constructions used in Immersive Storytelling are partly the same as the ones use in traditional storytelling, but most of the techniques are radically new. In this course we discover all the new narrative techniques for immersive storytelling and VR.

We do this in a hands-on interdisciplinary project in which we work with different expertises and backgrounds. With your communication or journalism background you'll be the storyteller who conceptually and throughout the process reflects about the necessary 'audience identification'. The teamrelated workshops give you insight in the technical and productional competences for 360° VR. With the experience gained from the interdisciplinary teamwork you'll also start working individually, creating a journalistic/societal immersive concept proposal which you can pitch within media organisations.

In this course we'll also visit an existing XR experience and an international XR event (DocLab).

### **INTERNATIONAL BRAND ACTIVATION (4 ECTS)**

This course gives an overview on experiential marketing including theory, cases and a group assignment.

Experiential marketing, the use of live, face-to-face engagements to connect with audiences, create relationships and drive brand affinity. The course will explain how to develop an experiential strategy and what the anatomy is of an experiential marketing campaign should look like. How to measure the impact of an experiential campaign will be further explained. Students will participate in a group assignment developing an experiential marketing campaign for an advertiser.

Theory:

- the rise of the experience
- the psychology of engagement
- developing an experiential strategy
- anatomy of an experiential marketing campaign
- performance and measurement

Cases

Group work: the students work as a group on a briefing for an experiential marketing campaign.

Guest speaker if possible.

### **INTERNATIONAL NEWS TOPICS (4 ECTS)**

- You learn to know international political institutions and power structures.
- You gain insight in important topics and files within international current affairs.

### **LAYOUT (4 ECTS)**

Within print media you need to design every article before it's published in f.i. in a newspaper or magazine. The graphic design of the written content dictates the length and goal of the publication: the two go hand in hand. That's why it's an advantage for a future journalist to know how to design and lay out, to know the pitfalls, to know which terminology to use and to know how to use the respective software. In this course you learn how to design written content via creative exercises and you learn how to use Adobe InDesign, Illustrator and Photoshop.

### **MOBILITY PROJECT: REPORTING EUROPE (4 ECTS)**

Together with students and coaches from the Bachelor of Journalism you go for four days to Strasbourg. You'll study the EU's situation, past and future by visiting European institutions, interviewing MEPs, entering musea and a concentration camp. You produce videos, texts, audio reportages and photographs to be published on the online platform [wrap.apstudent.be](http://wrap.apstudent.be). All products are related to a current, European theme.

Estimated travel expenses to be paid by each participating student: probably € 150.

### **PHOTOJOURNALISM (4 ECTS)**

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 and Lightroom. You work in a photo studio and in lifelike situations. The focus of the assignments is on portrait photography and journalistic photography. Working with online forms of publication. Photojournalists come and talk about their profession.