

International Communication Management

Full-time



- ✓ Bachelor
- ✓ 3 years
- ✓ English
- ✓ The Hague - main campus

let's change
YOU. US. THE WORLD.

DE HAAGSE
HOGESCHOOL



International Communication Management

As an international communication professional, you'll make a real difference for a multinational or NGO anywhere in the world.

Do you want to build a career in the international communication field? Study in a diverse, international classroom and achieve a lot in a short time? Do you have the ambition to tackle complex communication challenges? Then the three-year English-taught bachelor's programme International Communication Management at The Hague University of Applied Sciences is the right choice for you.

This programme is unique. Not only because it is intensive and fast-paced, but also because you'll work on real projects for international companies. Alongside this hands-on experience, you'll gain the theoretical knowledge needed to build a solid foundation in communication. From as early as the third semester, you can go abroad to broaden your horizons and deepen your expertise.

After three years, you will graduate as an internationally oriented communication professional who can make a genuine impact. Whether for a multinational, a globally operating NGO, or any other organisation that relies on your expertise.

Admission requirements

Entry advice

The International Communication Management program is fully English-taught and lasts three years. Admission normally requires a vwo diploma or equivalent.

Admission requirements – Three-year bachelor's programme:

- Dutch havo diploma – not eligible
- Dutch vwo diploma – all profiles eligible
- Dutch mbo diploma – not eligible

To qualify for the three-year programme, you need one of the following:

- Dutch VWO diploma (all profiles eligible)
- Propaedeutic certificate from a Dutch research university
- Bachelor's degree Propaedeutic certificate from a Dutch university of applied sciences, if:
 - it is from the same or a related programme
 - it was obtained within one year
 - you achieved a minimum GPA of 7.0

Example: If you completed the propaedeutic year (P) of Communication with an average grade of 7 or higher, you can apply for the first year of International Communication Management (ICM). To do this, submit your application via Studielink. Student Services will then contact you.

What will you do?

Year 1 – Introduction to International Communication

You will collaborate with international classmates on global challenges and communication projects. In semester 1, you focus on communication in organisations and society. Semester 2 has a creative twist, exploring marketing and design thinking.

Modules:

- Project Global Issues
- Intercultural and International Communication
- Digital Skills
- Organisational Communication
- Foundations of Research
- Educational Success Coaching
- Design Thinking Project I & II
- Communication & Behaviour
- Concept & Create
- Marketing & Integrated Marketing Communications
- Project Management

Year 2 – Experience & Professional Growth

Semester 3 is all about broadening your knowledge in topics related to management and organisation. You can do that either by means of an international exchange at one of our partner universities in or outside Europe, or by means of following a minor in the Netherlands.

In semester 4, you apply your skills in a real project for the

Municipality of The Hague, the International City of Peace and Justice.

Modules:

- SDG Public Project
- Public Relations
- Consulting with Impact
- Media & Storytelling

Year 3 – Specialisation & Graduation

In semester 5, you dive into change management and develop a strategic communication plan while preparing for your placement. In semester 6, you complete your Graduation Placement, working on a professional portfolio with real-life communication products and research for an organisation.

Modules:

- Advice Project
- Change Management
- Research Methods for Professional Products
- Educational Success Coaching Placement Prep

Teaching Methods

A mix of lectures, tutorials, projects, excursions, and self-study. Our flexible, practice- and project-oriented approach prepares you for real-world challenges, while keeping a strong methodological foundation. Unlike more theoretical university programmes, this hands-on learning style encourages you to challenge fixed ideas from different perspectives.





After graduation

What can you become?

- Communication Consultant
- (Online) Communication Manager
- Public Relations Officer
- Marketing Communication Coordinator
- Project Manager
- Event Coordinator
- Social Media Manager
- Content Creation Manager

Help with choosing your degree

Take part in our study choice activities and discover if THUAS is the right fit for you. See our website for more information about the following activities:

Open Day

Is THUAS the right place for you? Visiting an Open Day is the perfect way to find out.

Trial Study Day

Do you already have an idea which degree program(s) suit you, but want to explore them in more depth? During a Trial Study Day, you dive deeper into the content of a program.

Shadow a Student

Whenever it suits you

No tailor-made program, just the study as it really is. Spend a day following a student.

Enrolment and application

You can apply for a degree program via Studielink. Would you first like to know exactly how the application process works? Visit our page How to apply for more details and important deadlines. This program starts in September and does not offer a February intake.

Tuition fees and funding

Tuition fees for subsidized higher education are set by the Dutch Ministry of Education. You need to pay the tuition fee before you can be (re-)enrolled. You can pay the full

amount in one transaction via your bank, but there are also options for instalments. Please note that administration costs are charged for payment in instalments. Stay up to date on the latest tuition fee information. Also take into account additional costs such as books and other study materials.

Student finance

Full-time and dual-degree students may be eligible for financial support under the Dutch Student Finance Act. For more information, please visit the DUO website.

Help with choosing your degree

You might already be very excited about studying International Communication Management. Or perhaps you're still unsure—even after visiting an Open Day, shadowing a student, or talking to students, lecturers, parents, or study counsellors. We are happy to help you choose the right degree program. Maybe you're someone who first wants to work for a year, or travel the world. Perhaps your ambitions lie somewhere you haven't yet considered.

Feel free to stop by our Study & Career Centre for:

- a study choice consultation
- information about admission, tuition fees, and application
- general study advice

Feel free to send an e-mail to study-icm@hhs.nl for more information.