

International Communication Management (ICM)

Our planet is facing huge challenges, such as COVID-19, climate change and mass social dislocation, which must be uniformly addressed. Yet, trust in business and political leaders is low. To solve these issues and restore trust, things need to change.

With a degree in ICM, you can be part of the change. You'll acquire skills in creative and critical engagement for a career helping companies, NGOs and governments take the right actions.

Contact our Indonesian Representative for more info, to apply, or to book a Counseling Session:


+62 813-8880-0069 (WhatsApp)

- ✓ **3 years**
- ✓ **The Hague, Main Campus**

Curriculum				
Year 1	Communicating in a global context		The creative project manager	
	Term 1 <ul style="list-style-type: none"> Global Issues, Media and Society Organisational Communication I Information Seeking and Processing Intercultural Communication English Skills I Educational Career Supervision 	Term 2 <ul style="list-style-type: none"> Global Issues, Media and Society Organisational Communication II Practical Research Skills I Communication & Behaviour English Skills I Educational Career Supervision 	Term 3 <ul style="list-style-type: none"> Introduction to Marketing Design Thinking Project I Communication and Behaviour II Critical Thinking Skills Digital Communication Educational Career Supervision 	Term 4 <ul style="list-style-type: none"> Integrated Marketing Communication Design Thinking Project II Creative Concept Development Digital Writing Skills Ethical Communication Theoretical Communication Research Educational Career Supervision
Year 2	The communication advisor		The explorer	
	Term 5 <ul style="list-style-type: none"> Corporate Communication Public Communication Budgeting and Project Management Media Relations: practical Media Relations: theory Educational Career Supervision 	Term 6 <ul style="list-style-type: none"> Project Public Communication Practical Research Skills II Content Analysis Data Analysis Advisory Skills English Skills: Report Writing Educational Career Supervision 	Term 7 <ul style="list-style-type: none"> International Exchange or Minors 	Term 8
Year 3	The strategic communication planner			
	Term 9 <ul style="list-style-type: none"> Strategic Communication Planning I Professional Proficiency Preparation I Change Management 	Term 10 <ul style="list-style-type: none"> Strategic Communication Planning II Professional Proficiency Preparation II Practical Research Skills III English Skills: Advanced Writing 	Term 10 and 11 <ul style="list-style-type: none"> Graduation assignment International Placement 	

What you might become

- Online community manager
- Public relations officer
- Marketing communication coordinator
- Project manager
- Communication manager
- Event coordinator
- Content marketer
- Internal communication advisor
- Branding specialist
- Social media manager
- Account manager
- Digital marketer
- Employer branding advisor

 Please check www.thehagueuniversity.com/icm for the most up-to-date information on the curriculum.