

Master Science Education and Communication (4TU) Communication Design for Innovation

MSc Programme



The track Communication Design for Innovation provides you with the knowledge and skills to design, optimise and implement strategic communication processes within and between organisations and society. You will solve real-life communication issues in innovation processes and will learn about the adaptive expertise needed in a world in transition. If you are interested in science communication as a driver of science, technology and society, this MSc programme is ideal for you.

Degree	Master of Science
Start	September
Type	Full-time
Credits	120 ECTS, 24 months
Language	English
Application deadline	31 August (Dutch students), 1 April (international students)
Tuition fee	€ 18.750 (non EU) € 2.143 (EU)

The two-year programme (120 EC credit points) is geared towards the understanding of how people collaborate in inter- en transdisciplinary research and development.

In this programme you look into professional innovation practices from a communication scientific perspective. You learn how to study, design and participate in effective and accurate communication between different stakeholders, ranging from other scientific experts to representatives from industry, policymakers and the general public. The programme takes off with courses on the theoretical background,

than you move up to the strategic and tactical level. Then, in preparation for your thesis, you will learn how to support practices of innovation through communication design, adaptive expertise and according research. In doing this you will become a member of our Community of Practice in which you, staff members and professionals collaborate in real cases.

Double degree

The track Communication Design for Innovation can be followed as a single degree or as a double degree MSc programme. Communication Design for Innovation combines

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FIRST YEAR (60 EC)	
1 ST SEMESTER	2 ND SEMESTER
INTRODUCTION TO SCIENCE COMMUNICATION	C-LAB
INTRODUCTION TO COMMUNICATION SCIENCES	RESEARCH METHODOLOGY IN SOCIAL SCIENCES
SCIENCE JOURNALISM	PERSONAL PROFESSIONAL DEVELOPMENT
HIGH TECH INNOVATION MARKETING	SCIENCE COMMUNICATION COLLOQUIA
COMMUNICATION POLICY AND STRATEGY	SCIENCE AND TECHNOLOGY COURSES
SCIENCE AND TECHNOLOGY COURSES	
SECOND YEAR (60 EC)	
1 ST SEMESTER	2 ND SEMESTER
INTERNSHIP	SCIENCE COMMUNICATION THESIS
SCIENCE AND TECHNOLOGY COURSES	SCIENCE AND TECHNOLOGY COURSES

communication courses with courses from technical MSc degree programmes. The double degree version allows you to obtain two MSc diplomas in a three-year programme.

Six reasons to go for the Communication Design for Innovation track:

1. Work with fellow students with different backgrounds and professionals to solve real communication problems during course assignments and internships.
2. Supplement your scientific and technological insights with practical skills and knowledge of complex concepts, such as social behavior, human relationships, attitudes, interaction and trust.
3. Become part of a multidisciplinary community of communication experts (professionals and researchers) with different backgrounds.
4. Graduate within a programme that is attuned to your own preferences.
5. Have the opportunity to obtain a double MSc degree.
6. Boost your employability and enhance your future career.

Student profile

The track Communication Design for Innovation builds on a Bachelor of Science

degree. Students will explore the scientific and engineering topics they studied at the undergraduate level in greater depth, while being introduced to science communication topics. To be eligible students need a preliminary science and technology education.

Experiences

“I was convinced that the field of sustainable energy technology (my passion) did not need more engineers. It needs more engineers who are capable of bridging the gap between technology and society. This was my motivation for enrolling in the Master’s degree programme in Communication Design for Innovation. This programme offers the best of both worlds. It introduces students to the ‘softer’ science of communication while providing them with rock-solid technical courses.”
Robbert van Leeuwen (Science Communication student)

Career prospects

Specialists in communication design for innovation are increasingly in demand in a world in transition. Graduates of the programme will discover numerous career opportunities in industry, government, non-governmental agencies, universities, consultancy and media and research institutes.

 **5%**
International students

Career perspective

 **80%**
Finds a job immediately

 **80%**
Finds a job as:

- Science communication manager
- Science communication officer
- Innovation attache
- Communication engineer
- Science communication researcher