

INTERNATIONAL SCHOOL OF BUSINESS

BACHELOR COMMUNICATIONS

QUICK FACTS

- **Duration:** 4-year bachelor's program
- **Global perspective:** Diverse student body with international students from different backgrounds
- **Hands-on Experience:** Students complete **two** five-month internships - one in their **third year** and one as part of their **graduation project**. (See more below)
 - Many class projects are based on real company challenges, giving students hands-on experience in solving real-world business problems.

COMMUNICATION

TOPICS

- online communication
- marketing communication
- social media management
- influencer marketing
- public relations
- content management
- community management
- event management
- internal communication
- corporate communication
- branding

3RD YEAR INTERNSHIP

- 80% operational work for a company.
- 20% small assignments for school.
- No focus on specialization.

GRADUATION INTERNSHIP

- 100% company assignments at starting professional level.
- Focus on specialization.
- No separate research assignment for school.

WAYS TO
WORK
TOGETHER

