

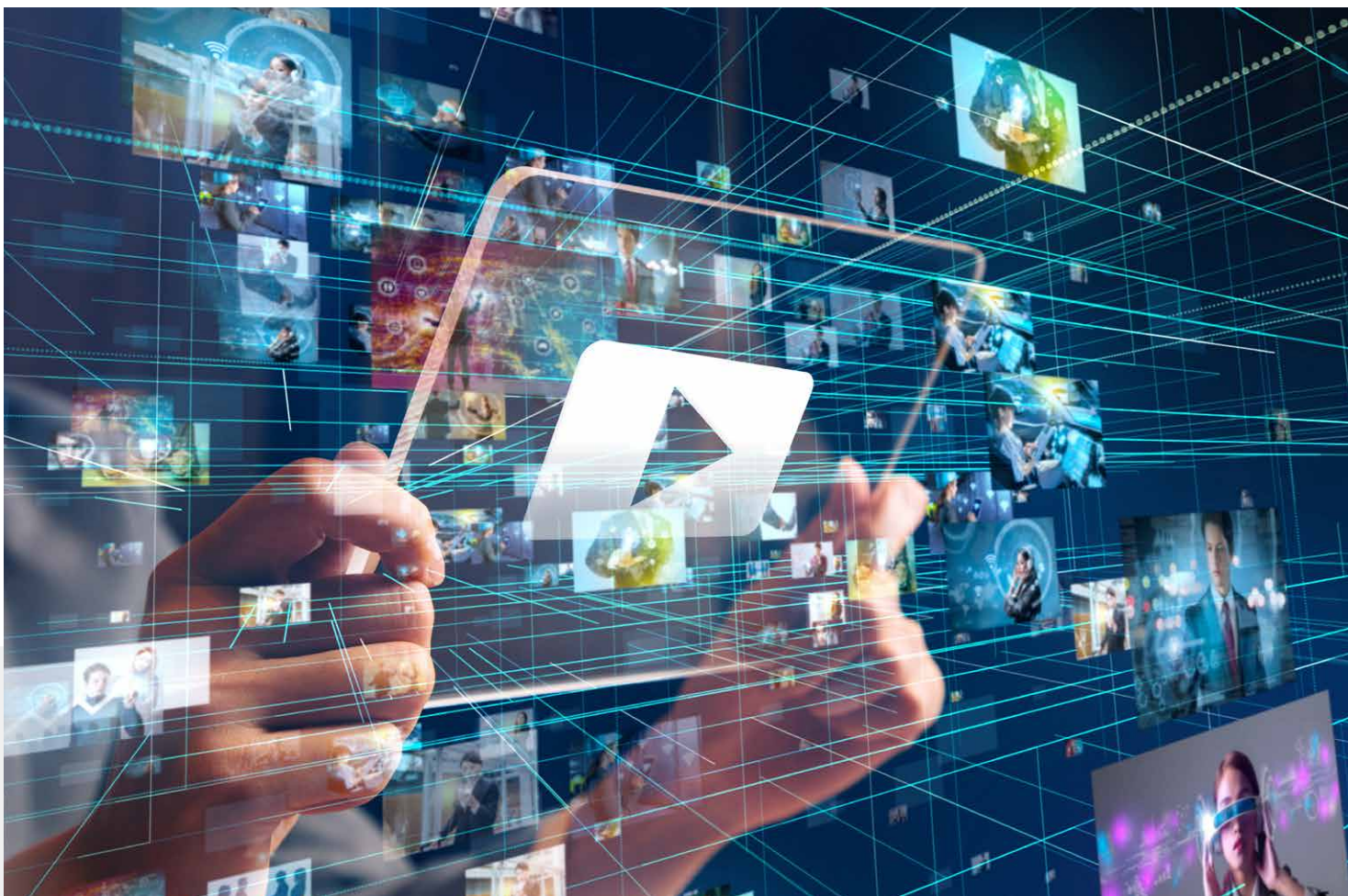


Work with our students



Media

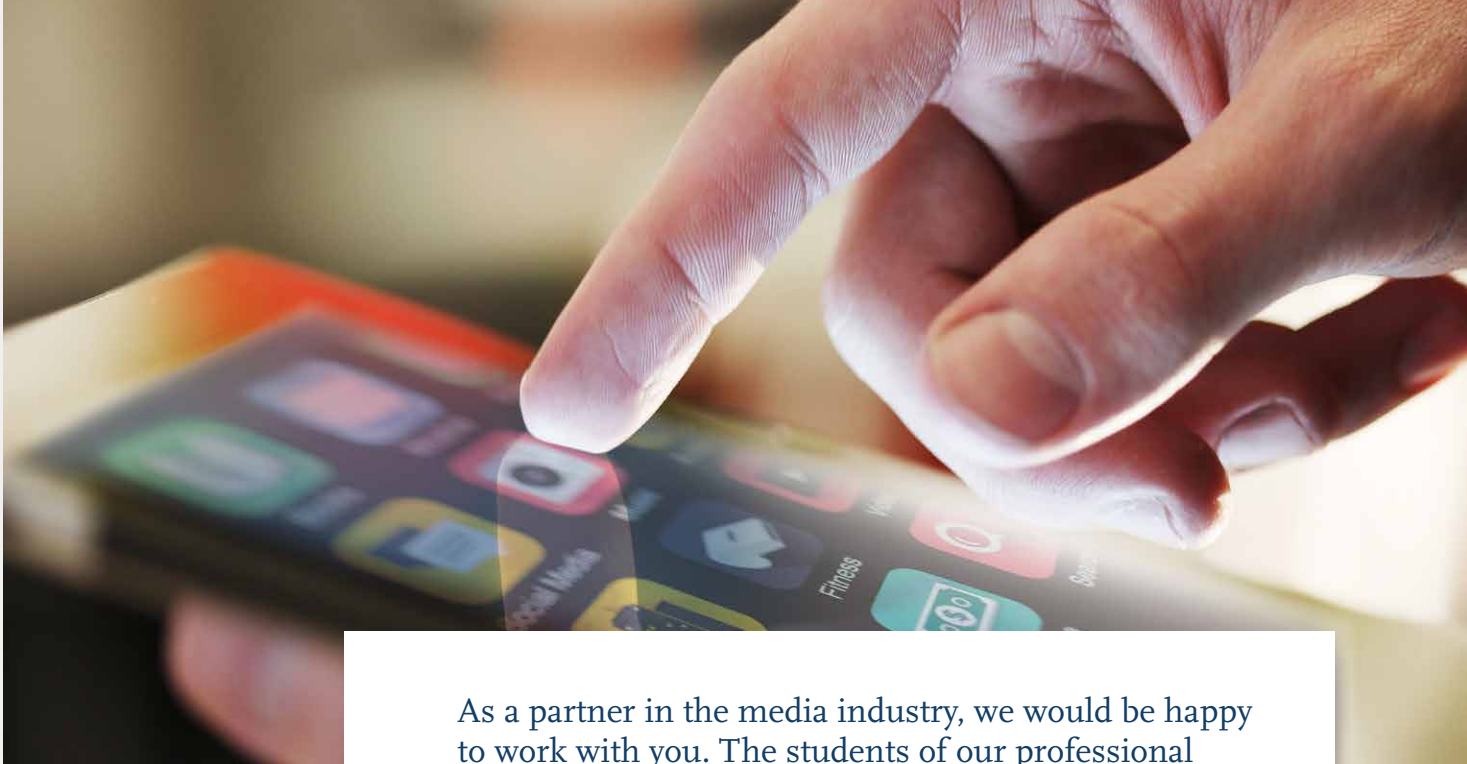
PLACEMENT, GRADUATION AND PRACTICAL ASSIGNMENTS



DISCOVER YOUR WORLD

BUas.nl

 **Breda
University**
OF APPLIED SCIENCES



As a partner in the media industry, we would be happy to work with you. The students of our professional bachelor's programme of Creative Business can set to work for you on a placement or graduation assignment or another type of practical assignment.

We are Breda University of Applied Sciences

Some 7,000 students from over 100 countries are studying at our international higher education institute. Our campus is situated in the south of the Netherlands, in the city of Breda, only 100 km from both Amsterdam and Brussels. Our institute, formerly known as NHTV Breda, was founded in 1966 as a provider of bachelor's courses in tourism and leisure, and in this field it is currently the largest and leading education institute in the world. New professional and academic bachelor's and master's programmes have been developed since then. Today we offer degree programmes in the domains of Games, Media, Hotel, Facility, Logistics, Built Environment, Tourism and Leisure & Events.

Creative Business

The professional bachelor's programme of Creative Business is taught in English and prepares students for careers in the international world of media. The programme has a practical orientation and is delivered by highly qualified and international lecturers with years of experience in the industry.

In their course of study, our students explore various types of media, including television, magazines, VR/AR and online media platforms. They also work in our Production House, where they learn to develop entertainment concepts and create media products.

In the second year of study, students take part in a project in the Netherlands, the UK or the USA, where they produce a live television show. Students perform a 20-week work placement in the third year of study, followed by courses in their choice of specialisation (content, production or marketing). The fourth and final year of study consists of a graduation assignment in the relevant specialisation.

PROGRAMME FACTS

- > English-taught
- > 4 years, 3-year track available to pre-university graduates
- > 20-week work placement in the third year
- > Graduation assignment of 20 weeks
- > Degree title: Bachelor of Arts
- > Career examples: content manager, producer, media planner, marketing strategist, communication manager, online marketer



	FIRST SEMESTER	SECOND SEMESTER	EXTRA CURRICULAR
YEAR 1 Basic level	Pitching	Principles of marketing	Creative Lab 24Festival of advertising Cross Border Brand Communication Pauw Academy
	Storytelling	Script writing	
	Image editing	Web development / Camera & Audio	
	Media legislation	Academic writing and research	
	Project & People Management	Business strategy / Finance	
	Production House		
YEAR 2 Practical level	Marketing planning	Communication & Media	
	Non fiction storytelling	Business strategy / Finance	
	Intro to web design	Web design	
	Quantitative research	Qualitative research	
	Media psychology / Persuasive writing	Finance	
	Production House	Master proof (currently TV production)	
YEAR 3 In-depth level	Work placement	Specialisation phase	
		Sales/account management & database marketing	
		International producing	
		Content analysis	
YEAR 4 In-depth level	Specialisation or Minor	Graduation phase	
	Online marketing & Branded entertainment		
	Production Practice & Interactivity		
	Creativity & Ideas for brands		
	Production House		
	Resilient Entrepreneurship (minor)		

Orange highlighted text: assignments and projects which industry brings into the study programme

Blue highlighted text: students going to work in the industry to get practical experience



Good to know

- > Learning to do business is central to our learning community. We encourage our students to start their own business; a setting in which they may even graduate!
- > For many years, Creative Business has recorded high scores in Keuzegids HBO, an independent guide that assesses and compares the quality of higher education programmes in the Netherlands.
- > Students and lecturers come from all over the world. International recognition underlines the quality of our education.
- > The Creative Business programme has the special feature of 'small-scale and intensive education', awarded by the NVAO (Accreditation Organisation of the Netherlands and Flanders).
- > Our students operate in the Production House (student training company) in all years of study. This means that they are available at short notice and that they handle projects expeditiously.



Red Agency gave me the opportunity to grow, try and learn new things!



I've been doing my work placement at Red Agency – a public relations and social media agency – in Sydney, Australia. As a trainee in the social media team, I have provided general assistance to the team. Additionally, I've been doing community management, content calendar development, competitor and industry research as well as scheduling posts and writing copy. My goal was to learn more about social media, getting to know the work atmosphere within an international agency and to experience living abroad. Red Agency gave me the opportunity to grow, try and learn new things – and I did learn a lot!"

Maxime van Mill

Third-year Creative Business student

Did a work placement at Red Agency in Sydney



Placement and graduation assignment

Do you want to make use of today's media knowledge?
Engage our students!

Our students receive English-taught training and are widely employable in the online and offline media and entertainment sector. They are able to carry out assignments in the fields of creative concept development, content, production and marketing. Moreover, they can set up and execute a research project for your company.

As early as from the first year of study, students work in our Production House on assignments from the industry which they carry out under the supervision of our lecturers. As a result, students gain a great deal of practical experience before they start a placement or graduation assignment.

The work placement and the graduation assignment are important parts of the curriculum. They are aimed at giving students the opportunity to apply their acquired knowledge and skills to real-life, professional situations in order to learn from this process. During these periods, students will be required to develop several competencies (or develop them further) as defined by the degree programme staff. Your company would like to offer the student an opportunity to acquire experience at higher professional level. This means that:

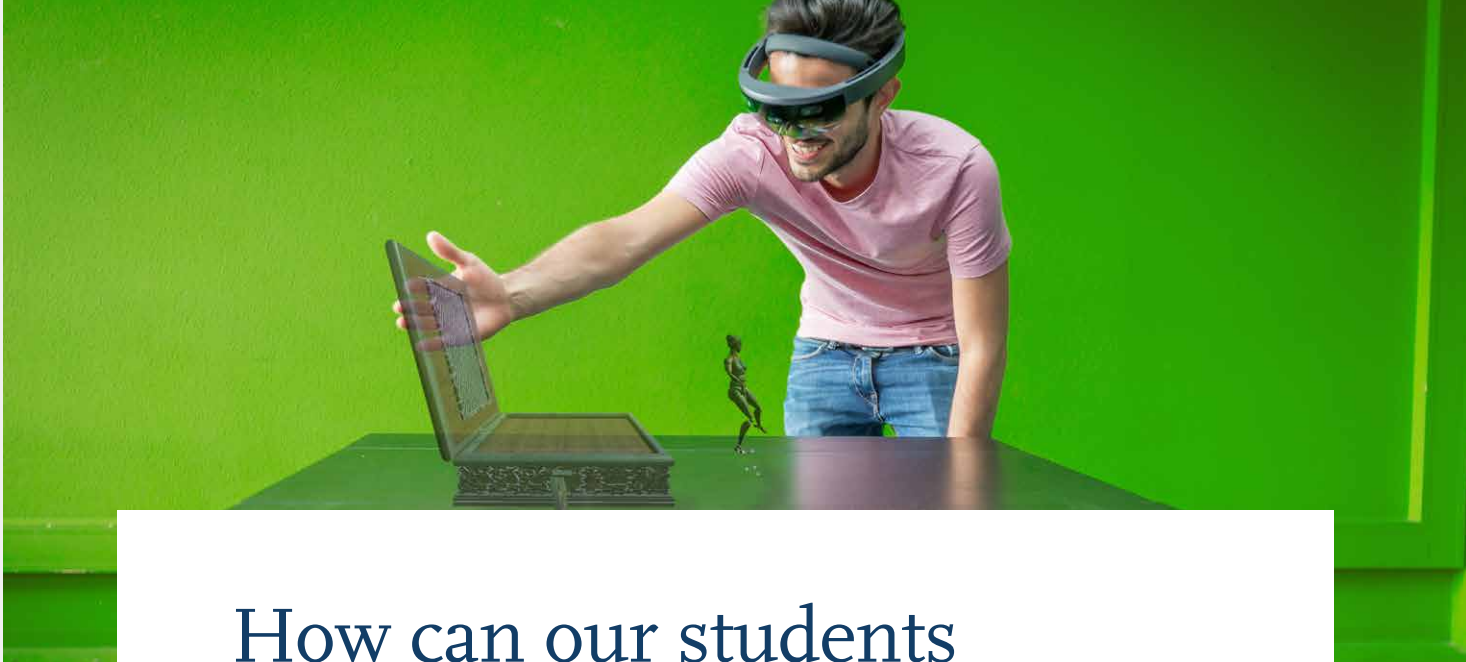
- > the student needs to be enabled to apply his/her knowledge and skills in the field of media channels in a professional and well-founded manner;
- > the student is asked to make decisions based on his/her ability to collect and interpret relevant information.

In a graduation project, a student may tackle a company-specific issue in the field of digital media. Answers cannot always be found in the existing professional literature and our students have both the time and expertise to carry out customised research. Based on the conclusions, the student will make relevant, directly applicable recommendations for you.

Student availability

Our students are available for a work placement of 20 weeks in their third year of study. The placements start every year in September and February. Alternative start dates can be arranged. In their fourth year of study, students are available from February onwards for a 20-week graduation project (research).





How can our students help you?

To give you an idea of how our students can help you, here is a brief overview of workday activities and assignments that students carried out in their work placements or graduation projects in the past.



Placements

During a work placement, the student assists in the day-to-day business of your company, focusing on specific learning targets.

Workday activities may be:

- > Assisting in the production of film projects (in the role of runner, floor manager, etc.)
- > Developing a new content strategy for social media channels
- > Analysing target groups by means of desk research
- > Setting up and/or supporting community management
- > Procuring media for the purpose of marketing campaigns (in the role of media planner)
- > Conducting and processing interviews and publishing these (in the role of editorial staff member)

Graduation assignments

Research by our students contributed to the production of Dutch television programmes such as Utopia and Het Klokhuis, but also to various online marketing strategies – both in smaller companies and for big players such as T-Mobile and Heineken.

By way of illustration, here are a few graduation research titles:

- > 'How to create consumer engagement in an online brand community?'
- > 'A virtual experience: an experiment of how an augmented reality app could be applied in a retail store'
- > 'A trend report: building trust in a digital world'
- > 'The experience of digital media in museum Paleis het Loo'
- > 'The possibilities of using a sponsorship to optimize brand image and improve customer relationships, based on the visual production agency Peek Creative Studios'



How does it work?

Placement and graduation assignments: the practical details

Our students would be happy to work for you. Below you will find several matters that are important to you if you wish to engage one or more media students.

On the part of the degree programme, the student will be supervised by a lecturer. The role of this supervisor comprises, among other things, advising the student and the host company about the specific details of the placement and the execution of the assignment. The supervising lecturer will assess the student's performance.

If you are interested in working with our students, please be aware of the following requirements that apply to graduation host companies:

- > The host company (and/or the assignment) has a clear connection with the media industry. Your media company has at least 5 permanent employees or your company employs at least 3 professionals who work on digitally produced or distributed media, for instance video production or online marketing.
- > Your company operates (and/or has clients) at national or international level.
- > You will appoint a company supervisor to introduce the student within your organisation and who supervises the student in a manner that focuses on the student's work and assignment.
- > Students are not allowed to carry out a media project entirely on their own, due to the associated responsibility level (including financial responsibilities). They work as an assistant to the manager who is ultimately responsible and/or the supervisor within your company.
- > The host company offers a professional workplace and preferably a reimbursement for costs incurred (travel expenses, accommodation). Whenever possible, students arrange their own insurance and, if necessary, a work permit and visa.



How to submit your vacancy

If you have a suitable and challenging placement or graduation assignment, please inform us by submitting your offer via **ADEplacementoffice@buas.nl**.

Do you have any questions or would you like to discuss what would best suit your company or assignment? Please feel free to contact us via phone: +31 76 533 25 85.

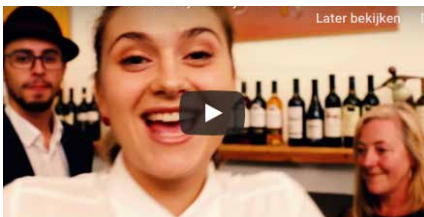


Production House

The Creative Business programme has the special feature of 'small-scale and intensive education', awarded by the NVAO. This has everything to do with our unique student training company called the Production House. In a real-life context and in all years of the degree programme, our students acquire experience in management (including project management) and customer communication.



Breda Photo Festival
Students created a promo video to create awareness of the event in Breda



Anna's wine shop
Students created a video to promote the shop among the target audience



Pauw
Students made their own show at Pauw Academy

What can our students make?

In the Production House, students carry out a wide variety of assignments. In addition to assignments for radio, television and publishing, students work on audio-visual assignments, interactive concepts, marketing issues and transmedia concepts.

Portfolio

To give you an idea of the products our students worked on, you will find a few examples on this page. On our website made.film-and-television.com you will find our portfolio, featuring even more examples of film and television productions.

How does it work?

If you have an assignment that you would like our students to work out in our Production House, please contact us by means of the contact form at made.film-and-television.com.

A first meeting will be scheduled with you as a client and the project coordinator of the Production House, during which the assignment is discussed and the final result defined. In this meeting, we will also determine whether the assignment can be completed within the time and resources available. Afterwards, the assignment brief is drawn up.

Next, a team of 3 to 5 students, supervised by one of our lecturers, will set to work. They will do so for one day a week throughout the duration of the project. Together we strive for professional quality. However, for the students it is a learning process, which is why the price you pay is considerably lower than the fee you would be charged by a professional company.

Other examples that our students worked on:

- > Marketing campaign for Fingerspitz Online Marketing Bureau
- > Marketing concept and implementation for Dutch YouTube Gathering
- > Transmedia entertainment concept for NTR
- > Interactive Augmented Reality concept for the Municipality of Goirle



We would be happy to work for you!

Do you have an interesting assignment for us in the field of creative concept development, content, production or marketing? Or would you like our us to conduct media-related research for you?

We are looking for placement and graduation host companies and would be happy to work for you.

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