



- **Make science relevant and accessible**
- **Design education and communication products**
- **Internship is a major part of the profile**

Communication and Education (CE) profile as part of your science master

THE RIGHT CHOICE?

The Communication and Education profile is a track that can be taken up as part of your science research master. If you follow the track as a replacement for your minor GSLS Research Project, it will take 33 EC. If you integrate it as part of a geology master it will take up 30 to 45 EC.

These days researchers are increasingly called upon to engage with society, to share their results with a great variety of groups, to exchange information and to talk about work-related matters with citizens and interested parties. So, if you do not just want to become a good researcher, but also want to learn how to communicate properly about your work with a variety of target audiences or how to engage with your publics, then this profile is a good choice for you.

PROGRAMME

In the Communication and Education profile you learn how to make all kinds of knowledge accessible and useful for your target audiences. In addition you strive for interaction, as the public's knowledge is valuable as well. A key component in these processes is a thorough understanding of the way people think and act. You implement this knowledge in the design of communication activities and educational material. Important questions are: What engages the target audience? How can we reach them and motivate them to share or take up information? How best to support these learning processes?

MANDATORY COURSES

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|---------------------------------------|---------------------|
| Internship Product Development | (20 EC, FI-MSECIPD) |
| Communicating Science with the Public | (5 EC, FI-MSECCSP) |

ELECTIVES (5 EC - CHOOSE AT LEAST ONE)

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|---------------------------------------|--------------|
| Issues and Theories in SEC | (FI-MSECITS) |
| Designing Education and Communication | (FI-MSECDEC) |
| Science in Society | (FI-MSECSIS) |



ELECTIVES GSLS (3 EC):

Communicating Life Sciences (BMB507611)

Science and Society (BMB507912)

Societal challenges for life sciences (BMB501917)

During the Internship Product Development you will get to know the communication and informal education work place, and you will develop a relevant communication / education product for your organization related to the subject matter of your own science research master. For instance, if you study Biology of Disease you could work in Utrecht University Museum on educational materials about bones or design an exhibit about viruses. If you study Earth, Life and Climate you could work on a public information folder for the Royal Dutch Meteorological Institute.

SCHEDULE

The CE profile starts twice a year, in September and in February. By default, the profile will be completed in a single semester of full time study. Your board of examination needs to approve your plan to take up the CE profile as part of your study programme.

- Application goes through contacting CE profile coordinator Liesbeth de Bakker (e.p.h.m.debakker@uu.nl). She will send you all necessary information about the CE profile including the registration procedure.
- Deadline for registration is 1 May for a start in September and 15 October for a start in February. If possible, please register as early as possible as it can take a lot of time to arrange good internships. Late applications will only be considered if there are still places left (max. 16 students per semester). However, placement cannot be guaranteed for late applicants.

Please note: Early registration is especially important for international students who do not speak and understand Dutch, as suitable EN-language internships are hard to find in the Netherlands. In addition you already need to have a good command of the English language and good communication skills before starting the CE profile.



Further information

Programme coordinator: Liesbeth de Bakker

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