Welcome to 218 new students

Prof. Edith Smit
Director Graduate School of Communication
Who

When

How

What

Why

Where
Today’s programme

Welcome

Practical Information

Sara-Jane van der Vegt | About the programme

Jack Cairns | Ombudsstudent

Sjors Lockhorst | Study Association Mercurius

Keynote Speaker

Adelinde Bennaars | Marketing Manager, Doctors without Borders
Today’s programme

12.45 | Group Photo

13.00 | Lunch, Information Market & Photo Booth
     de Brug

14.00 | Track Specific Sessions
     Persuasive Communication  REC C0.02
     Corporate Communication  REC C0.01
     Political Communication  REC JK B.11
     Entertainment Communication  REC C2.03
     Research Master’s  REC C2.01
     Pre-Master’s  REC C1.03
     Mundus Journalism  REC JK B.11

15.00 | Guided Tours of the Roeterseilandcampus

15.00 | ‘Borrel’
     Café de Roeter, Roeterstraat 192
About the programme: Facts & Figures

6 Programmes
Corporate, Entertainment, Persuasive, Political Communication. Research Master’s and Journalism, Media & Globalisation

505
Total number of (pre-)Master’s students in Communication Science

50
International staff members

1
Ranked 1st in the world according to the QS rankings

3,4 months
Average time to find a suitable job

#218
New students today
What are you looking forward to?
Go to www.menti.com and use the code 57 67 91

What are you looking forward to?
Background Master’s students

Starting with the Master’s

What is your background before you start with the Master’s?

- 40% pre-Master’s
- 25% CS Bachelor’s
- 35% Other
Which country are you from?
Go to www.menti.com and use the code 57 67 91

What country are you from?
University of Amsterdam

Atheneum Illustre

Two professors

University of Amsterdam

30,000 students
What can you expect from us?

- **Multidisciplinary**: media studies, political science, psychology, sociology, marketing
- **Academic**: open-minded, truth seeking, systematic, reasoning, inquisitive
- **Research intensive**: research led (discussion of research papers) and research based (conducting research)
- **You are central**: define what you want; use our resources and your fellow students
Career Matters

Upcoming events:

- **Mastering Workplace Behaviour** (Monday 17 September 13.00-15.00)
- **Giving an audience-focused presentation** (Tuesday 25 September 15.00-18.00)

And coming up in October:

- **Google Analytics**
- **Social Media Marketing**

Want to know when registrations open? **Check the monthly GSC Newsletter**!
Communication Science on the Spot
Communication Science on the Spot

Next session: 
Tuesday 18 September, 17.30-18.45 (drinks until 19.30) at CREA

Our guest is Vicki Frid, Operations Director & Influencer Marketing Expert at CROWD
Get ready for your future career

- Career Matters: workshops
- Communication Science on the Spot!
- Mercurius
- Marketing Association Amsterdam
- Welcom
- www.uva.nl/career
- Fellow students; make connections
- Visit our information market during lunch and meet a few of these organisations!
And then…

- Start a challenging PhD project
- Become an involved market researcher
- Be a analytical journalist
- Start a career in youth marketing
- Become a consultant in effective health communication
- Be a public relations officer
- Work at one of the many communication departments of multinationals
- Become a mediaplanner
- Work strategically with social media
- …
Go to www.menti.com and use the code 576791

What do you want to be when you grow up?
approaching a problem or challenge that you want to solve.
GO-TO-GUYS
Study Advisers

Ms. Evelien Flink, MSc
Mr. Boy Hennevelt, MSc
Ms. Lena Kublenz-Gabriel, MSc
Ms. Sara-Jane van der Vegt, MSc

When to contact us?

Study planning          Study progress/delay
Choosing a programme   Special needs/disability
Personal problems      Complaints/exemptions
Trust issues            Career advice

How to reach us?

- Appointments by phone or in person (call Education Desk 020-525 3003)
- contact: graduateschoolofcommunication@uva.nl
- Walk-in/thesis consultation hours: Tuesdays from 14:00 until 16:00 REC C6.01
What to do with questions?

Student Service Desk (REC – E, main hall)
- General questions such as choice of study programme, (proof of) enrolment, student grants and loans, living accommodations, studying abroad and much more
  - Digital Student Service Desk
  - Call: + 31 (0)20 525 1401
  - Or whatsapp +31 (0)6 2522 3400

Education Desk: open daily 09.00-17.00 (REC C7.02)
- Specific questions about the programme: course registration, graduation, programme contact information etc.
- For appointments with study advisers
- Educationdesk/cs@uva.nl or call 020-525 3003
Communication Science Methods Desk

Offers free methodological and statistical advice to students.

Open every weekday from 13:00-15:00 hrs

Located at the Education Desk: REC-C7.02
uva.nl/methodsdeskcommunicationscience
Help is all around

- Study advisers
- Administration, planners
- ICTO websites library
- Examination Board
- Mercurius, student representatives
- Lecturers Methods Desk
- Education Desk
Study programme
Your academic year

Semester 1 (Academic year 18/19):
3 September 2018 – 1 February 2019

Semester 2 (Academic year 18/19):
4 February 2019 – 28 June 2019
Holidays
Courses complete?

Are you registered for all the courses you need to take?

If not, come to the study advisers at the information market.

Check uva.nl/courseregistration
What about language?

- Every programme is offered in English
- Dutch students may always complete assignments in Dutch (except for class presentations and possibly groupwork). Please notify your lecturer.
Lost?
Workshop Effective searching with the UvA-Library

The workshop is meant as:

- an occasion to get to know the University Library’s main facilities;
- an opportunity for testing search skills relevant to Communication: literature reviews on a specific topic (PsycINFO), news (LexisNexis);
- an introductory workshop to Refworks, software that enables you to manage references and to use them in a word processor such as MS Word.

Mandatory for international students.

Dutch students: mail to: graduateschoolofcommunication@uva.nl
Roeterseiland Campus

Communication Science Education desk + Methods Desk: C7.02

Study advisement: C6.02

Lecture rooms: ground floor until 4th floor

Study area: ground and 1st floor

Student Service Desk: REC E main hall
Library Learning Centre (800 study spaces) & Student Service Desk

200 Study spaces (mainly on ground floor & 1st floor)

“De brug” (4th floor). Study space & coffee area
Housing
Housing

Please note that housing offerings are for a period of maximum one year.

If your programme takes more than a year it is strongly recommended to also register yourself for accommodation at:

www.studentenwoningweb.nl/en/
Follow us on

@uvacomscience

@uvacomscience
Any questions?
OMBUDSSTUDENT

- Jack Cairns
- 24 years old
- Pre-Master > Political Communication

- BA(Hons) Journalism, Aberdeen, UK
  - Erasmus Programme: Hogeschool Utrecht, NL & DMJX (Danish School of Media & Journalism), Denmark
WHAT CAN I DO FOR YOU?
WHAT CAN I DO FOR YOU?

With students…
- Focus Groups
- Course Evaluations
- Student Representatives

With the Graduate School of Communication…
- Programme Committee
- Board of Studies
- Study Advisors
WHAT CAN I DO FOR YOU?

Do you have…
  o Questions?
  o Complaints?
  o Suggestions?
  o Ideas?

Send an e-mail to: J.D.Cairns@uva.nl
FACEBOOK GROUPS

- Political Communication
  UvA GSC Master Political Communication Sept 2018/2019
- Entertainment Communication
  UvA GSC Master Entertainment Communication Sept 2018/2019
- Corporate Communication
  UvA GSC Master Corporate Communication Sept 2018/2019
- Persuasive Communication
  UvA GSC Master Persuasive Communication Sept 2018/2019
- Pre-Master
  UvA GSC Pre-Master Communication Science Sept 2018/2019
- Research Master
  Research Master Students Communication Science UvA
OUR ACTIVITIES

Study / Career

Seminars
Annual FMG event
The Young Consultant
Greenpeace

Career events
Communication 360
VICE company visit
MindShare Thesis
Awards

Workshops
Online neuromarketing
Photography and Journalism
Big Data

Study trip
To New York, Istanbul, Stockholm
OUR ACTIVITIES

Social

Drinks
- Dutch: ‘Borrel’
- Every first Thursday of the month
- Café Mokum at Leidseplein

Parties
- Lustrum party!
- Annual FMG party
Active membership
Join one of our awesome committees!

- International Committee
- Social Committee
- Career Committee
- Study Committee
- Travel Committee
- Promotion Committee
- Sales Committee
- Medium – Online platform
Later today…

- Information market in 'De Brug'
- Tour Roeterseiland
- Getting to know each other
- Becoming a member!
Questions?

Mercurius’ new office: REC B1.05a (11am till 2pm)
info@mercuriusuva.nl
www.mercuriusuva.nl

https://www.facebook.com/mercuriusuva
@mercuriusuva
https://www.linkedin.com/company/studievereniging-mercurius
@mercuriusuva
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REC Tours departure

Check the email we sent you for your group number and departure location (either your track meeting location or the Kiosk on the ground floor).

Look out for the sign displayed here Your guide will be carrying it!

The tours depart at 15.05
Group photo: where to go?