

## Negotiated Learning Units

One of the reasons why I started this course at IBIS is because I wanted to broaden my knowledge.

So I was really excited when I saw all the NLU's, all those lectures we could choose from.

The courses which were my first pick and weren't overlapping each other are:

1. Introduction to Psychology
2. Visual Harvesting: the power of Visual stories.
3. Mobile marketing
4. Shoot Raw: Photography 101
5. Social media monitoring & marketing

I immediately knew I wanted to pick psychology, as I have always been interested in how the human brain functions. And why we make the decisions, is it based on emotions, our memories, or just simple facts? We already learnt a part from that during 'thinking and reasoning'. But I would love to learn more. It is important to know why someone makes a decision, and on what that decision is based. Because in that way you can design your business plan on the customer's needs, and make use of the information of why they buy something.

Visual Harvesting, I just picked it because I love to draw and I would love to incorporate something creative in business life.

Mobile marketing, I didn't really think about this until the NLU market. A teacher explained what it was and where we are going to focus on. I got really interested after that, because our mobile phone is a big part of social life these days. That's why I think it is important to know how you can make a good use of that.

Social media monitoring & marketing, something else that is a really big part of society now. Almost every company has a Facebook page, and almost everyone is active on social media. So it's really important to know how you can make use of it, in a good and effective way.

Because having a Facebook page is not going to bring you anywhere. I don't have enough knowledge about social media yet, so I'm really curious what you can do with it in business.

Shoot Raw: Photography 101, I have always been fascinated by photography, but never tried it. Not with a professional camera anyway. So I'm excited to learn how you can capture an image in a beautiful way.