

5.0 credits

30.0 h

Teacher(s) :	Catellani Andrea ; Donjean Christine ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	The course aims to study the forms of communication (relation and formation) that make up the specific features of public relations and of organisations - communication policies.
Aims :	<p>By the end of the course, students will have acquired the skills to:</p> <ul style="list-style-type: none"> > understand and interpret the key developments in theories and practices of public relations, and the various current models of public relations; > interpret public relations situations in terms of transaction rites, and to analyse the systems of interactions that characterise the social exchange put in place by participants in various situations or manifestations of public relations; > ask themselves ethical questions about public relations behaviour; > analyse the components of the identity of organisations communicated by them to a range of populations; > differentiate between the main kinds of approach to the notion of population (in public relations). <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Content :	<p>The course aims to introduce the student to the comprehension and analysis of situations and forms of public relations and corporate communication.</p> <p>It will present the different approaches and conceptions of public relations, and the principal steps of the development of this discipline, from an academic scientific and a professional practical point of view. The different current theories of public relations will be considered, as will be their most important legal and ethic aspects.</p> <p>The course will deal with the notion of public and that of organisational culture, as two dimensions implied in public relations. From the point of view of the politics of nowadays public relations, the course will introduce a series of elements useful to make students understand the following aspects, with the help of concrete examples:</p> <ul style="list-style-type: none"> - objectives of public relations, - targets (different publics and stakeholders), - techniques and means used by them (written or oral), - forms of evaluation of results of public relations - actions and politics (score cards, etc.). <p>Moreover, the course will introduce a series of analytical categories, coming from information and communication sciences (with a semiotic, anthropologic and sociological origin). It will show how to use these categories to analyse materials and concrete situations of public relations.</p> <p>The chosen method includes the presentation of concepts, examples of analysis and teamwork for students.</p>
Other infos :	<p>Course requirements: basic notions on the most important theories of information and communication, and basic competences in sociology.</p> <p>Assessment: group work (with a written presentation of the results) and a written individual exam.</p> <p>Support: notes by the lecturers, and a portfolio of texts.</p> <p>Additionally: A range of public relations and organisational situations will be analysed during the course with audio-visual support. Some public and private companies (Delhaize, la Poste, la Région Wallone, Federal Administration,) will be solicited to illustrate the course with real examples. Some professionals will be invited to present particularly meaningful and interesting RP strategies.</p>
Cycle and year of study :	<ul style="list-style-type: none"> > Master [120] in Multilingual Communication > Master [60] in Information and Communication > Master [120] in Information and Communication
Faculty or entity in charge:	COMU