

5.0 credits

30.0 h

Teacher(s) :	Libaert Thierry ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	To understand and analyse the various strategic communications models proposed and applied by organisations in changing contexts.
Aims :	<p>By the end of the course, students will have acquired the skills to:</p> <ul style="list-style-type: none"> <li>&gt; understand and interpret the various developments that have occurred in the field of the strategic communications of organisations;</li> <li>&gt; define and understand the various operational models of the main kinds of strategic communications of organisations;</li> <li>&gt; distinguish between institutional image and institutional identity, and know the main analytical components and methods;</li> <li>&gt; know the various stages in the development of institutional communications campaigns and strategic communications plans;</li> <li>&gt; interpret various institutional communications messages in the light of the strategies put in place, and of the key elements that make them up (signs analysis).</li> </ul> <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>Examination of the main operation models, and analysis of issues relating to the following range of types:</p> <ul style="list-style-type: none"> <li>&gt; events-based communication;</li> <li>&gt; communications campaigns;</li> <li>&gt; systems of visual identity;</li> <li>&gt; crisis communication;</li> <li>&gt; managerial communication;</li> <li>&gt; internal communication and recruitment communication;</li> <li>&gt; financial communication;</li> <li>&gt; cultural communication;</li> <li>&gt; lobbying and public affairs;</li> <li>&gt; other communications strategies and mixed strategies</li> </ul>
Other infos :	<p>None, but a knowledge of semiology would be a distinct advantage.</p> <p>Tests and an oral examination.</p> <p>Portfolio of reading, and case analysis during the course.</p> <p>A range of organisational strategic communications will be presented during the course with audio-visual support.</p>
Cycle and year of study :	<ul style="list-style-type: none"> <li>&gt; <a href="#">Master [120] in Multilingual Communication</a></li> <li>&gt; <a href="#">Master [60] in Information and Communication</a></li> <li>&gt; <a href="#">Master [120] in Information and Communication</a></li> <li>&gt; <a href="#">Master [120] in Modern Languages and Literatures : German, Dutch and English</a></li> <li>&gt; <a href="#">Master [120] in Modern Languages and Literatures : General</a></li> <li>&gt; <a href="#">Master [120] in French and Romance Languages and Literatures : General</a></li> <li>&gt; <a href="#">Master [120] in Ancient and Modern Languages and Literatures</a></li> <li>&gt; <a href="#">Master [120] in Ancient Languages and Literatures: Classics</a></li> </ul>
Faculty or entity in charge:	COMU