

5.0 credits

30.0 h + 15.0 h

Teacher(s) :	Adary Assaël ; Sauvajol-Rialland Caroline ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<p>The course initiates the students with the practice and the theory concerning the specific methodological tools of the communication of organization, by looking further into the organisational dimension of the techniques and methods of communication; more particularly in the sector:</p> <ol style="list-style-type: none"> 1) of the audits of communication, especially turned towards the functions and flow of communication, modes of communication and organisational images; 2) of opinion polls and of market research; 3) of analysis of the components of the organisationelle identity and the organisationelle culture; 4) of methods of measurement of audience and of approach of the public ones. <p>Moreover, it allows comparative examination of the various methods evaluation of the actors and policies in communication. A detailed attention is paid to the ethical questions (respect of the people, certificability of the data collected, etc)</p>
Aims :	<p>At the end of the course, the student will have the capacity of:</p> <ul style="list-style-type: none"> - to include/understand logics of audit and to develop adequate measuring instruments of the state of the internal and external communication of the organizations; - to analyze the existing barometers of image and to undertake studies of images - to carry out plans of evaluation of the actions and communication campaigns carried out by the organizations - to evaluate the optimal conditions of use of the measuring instruments <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 :	See Icampus : http://www.icampus.ucl.ac.be/claroline/course/index.php?cid=COMU2350
Other infos :	<p>To have a good knowledge of the methods in social sciences and sciences of the communication.</p> <p>Regular test on the matter. Examination Wallet of texts</p>
Cycle and year of study :	<p>> Master [120] in Information and Communication > Master [60] in Information and Communication</p>
Faculty or entity in charge:	COMU