

5.0 credits

30.0 h

Teacher(s) :	Libaert Thierry ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Place of meeting between a theoretical reflexion on the communication of organizations and the professional practices within organizations commercial and noncommercial, public and private, the course will approach various concrete situations of communication, highlighting dimensions of the durable development and the communication of crisis.
Aims :	<p>At the end of the course, the student will be able to build a strategy of communication adapted to various types of organizations, in the commercial, noncommercial field or within public institutions. He will be sensitized with the interactions in communication terms between the organizations of the civil company (undertaken, associations) and those of the State. He will have tools enabling him to work out devices of communication falling under the problems of the durable development or the point of view of crises of the organizations. Case studies, fascinating of account one of these problems, will enable him to control a situation concretes resulting from the medium of the company, the associative sector or the public sector, and/or the interaction between those.</p> <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 pursues the goal to examine situations of communication in various types of organizations by bringing them back to their environment, in particular by examining the strategic activity of the various recipients of these organizations, which makes it possible to locate those on a continuum oscillating of the co-operation the conflict and to work out typologies being registered between the two poles of this continuum.</p> <p>On the methodological level, the seminar starts from observations of concrete situations starting from the topicality lived within various organizations, and works out grids of analysis making it possible to observe, include/understand and give direction to various professional situations. The course will comprise talks of situations within public and private companies as well as associations resulting from the civil company.</p>
Other infos :	<p>In addition to basic knowledge of the various and fundamental principle communications theories of the communication and public relation, a basic comprehension of the mechanisms of the institutional and strategic communication is necessary. The active participation in the course is necessary. Individual and collective work will be proposed and will constitute the base of the evaluation of the students</p> <p>Supervision: An Assistant is required for groups of 25 students.</p> <p>Physical displacements to visit and meet the partners are sometimes necessary.</p>
Cycle and year of study :	<p> > Master [120] in Multilingual Communication > Master [60] in Information and Communication > Master [120] in Information and Communication </p>
Faculty or entity in charge:	COMU