

5.0 credits

30.0 h

Teacher(s) :	Libaert Thierry ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	The seminar aims at developing methodological competences making it possible to the students to carry an organisational project to knowledge the various public ones - mainly external - implied by the project.
Aims :	<p>By the end of the seminar, students will be able to:</p> <ul style="list-style-type: none"> > produce an organisational image diagnosis and identify organisational issues and factors in terms of communication, and use the most appropriate methodological tools for this; > produce a strategic communications plan identifying: <ul style="list-style-type: none"> # general and operational objectives; # target populations; # the strategy -s messages and how it functions; # anticipated outcomes and the kind of evaluation to be put in place; # mobilised communications models; > finalise the strategic plan in the form of concrete tools (stage of models and prototypes). <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 :	Students will be invited to carry out operational work in which each of them will follow and evaluate a methodology that includes phases in which data are collected and exploited, and which culminate in the production of a strategic plan and the design of communications tools. The organisations analysed will come from a range of sectors (culture, humanitarian work, sport, the media and the economy). The work will be carried out by small supervised groups, and will lead on to collective analysis and evaluation sessions. The models proposed will be compared with alternative models.
Other infos :	<p>Course requirements: Students must already have completed Course COMU2310 (The strategic communications of organisations), or they will have to complete it at the same time; they must also have completed a course in social science methodology (or equivalent), or they will have to complete that, too, at the same time.</p> <p>Evaluation: Students will carry out a series of group tasks in the main phases of the workshop focusing on a concrete news item. Lecture notes from various courses to be made available to students, depending on their courses of studies.</p> <p>Supervision: An Assistant is required for groups of 25 students.</p> <p>In addition: Given the kind of work that the students will be doing, professionals in the field will need to be present at the final session</p>
Cycle and year of study :	> Master [120] in Information and Communication
Faculty or entity in charge:	COMU