

5.0 credits

30.0 h

Teacher(s) :	Alsteens Olivier ; Libaert Thierry ; Moisse Jacques ;
Language :	Français
Place of the course	Louvain-la-Neuve
Aims :	<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>
Evaluation methods :	: group work (continuous control) and individual final exam
Content :	-- Definition and history of public communication, -- Supra-national public communication: European Union, international organisms (UN, WTO, OCDE, ...), -- Public communication of the State and national institutions, -- Communication of territorial entities (regions, cities), -- Objectives, issues and constraints of public communication, -- Study case. Witness of a professional, -- Messages, forms and tools of public communication.
Bibliography :	bibliography, Webography, presentation of communication campaigns produced by public organisms.
Cycle and year of study :	> Master [60] in Information and Communication > Master [120] in Information and Communication > Master [120] in Information and Communication
Faculty or entity in charge:	COMU