

5.0 credits

30.0 h

Teacher(s) :	Bonaventure Alain ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Contents : a) Ethics of communication b) Dimensions of communication c) Identity, image and dynamics of an organization d) Principles of an educational organization compared with those of a company e) Internal and external communication of an educational organization.
Aims :	By the end of the course and the seminar, students will be able to communicate effectively with internal and external players in the organization, that is : to analyse the options underlying the communication strategies they are faced with; to oversee the common modes of internal and external communication in the organization; to be familiar with and evaluate the communication strategies of specialized operators. <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>
Content :	There are two main parts to the course : first, the theoretical part which covers internal and external communication concepts (social marketing) particularly in non-market and educational organizations ; and, second, a practical part in which students put intervention tools into practice. In this way, students are encouraged to make a diagnosis of the organization and its environment and to design an appropriate communication plan. With illustrations from practical examples from the world of education but also the non-market sector and business, the course enables students to understand the issues in this area and to map out the main elements of a communication strategy at the institutional level both relating to its internal as well as external players.
Other infos :	Developing a teaching strategy adapted to adults includes the link between theory and practice, work in sub-groups, training assessment and group and individual work on making practical use of material. Illustrations from different fields of dissertations: permanent education, special education, schools, professional development, social work etc. Prerequisite : None. FOPM 2002 Sociological analysis of organizations helps with overview. Assessment : A written report comprising a diagnosis and strategic recommendations for a real case is required. Assessment is on students' ability to put the concepts and tools covered in the course into practice. Supervision : The work in small groups is mostly done with a trainer thus ensuring close supervision of the practical application of the course.
Cycle and year of study :	> Master [120] in Education (shift schedule)
Faculty or entity in charge:	EDEF