

5.0 credits	30.0 h	2q
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Teacher(s) :	Lambotte François ; Catellani Andrea ;
Language :	Français
Place of the course	Mons
Inline resources:	<p>Belgian association of Internal Communication: www.abci.org</p> <p>French association of Internal Communication: www.afci.asso.fr</p> <p>3C (Corporate Communications Community): www.3c.be</p>
Prerequisites :	Basic notions on the most important theories of information and communication are required. A course on organizational strategic communications can be a good preliminary preparation, in order to have notions about strategic thinking in communication.
Main themes :	This course will show the principal stakes of internal communication, by focusing on the various parameters influencing the culture of the organizations, the organisational image and their identity.
Aims :	<p>At the end of this course, the student will be able:</p> <ul style="list-style-type: none"> - to include/understand the role and the place of the communication within the organizations; - to discern phenomena and practical of internal communication; - to identify the principal tools and techniques of internal communication and to include/understand their logic; - to discern the various methods of analysis from the internal communication; - to understand the ethical aspects related to the internal communication. - to develop a change communication strategy <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>
Evaluation methods :	written or oral exam (specific methods will be communicated at the beginning of the course).
Teaching methods :	<p>The course will be articulated in different parts: presentation of themes and categories, discussions of scientific texts, exposition of concrete examples, participations of professionals.</p> <p>The course will be coordinated with the seminar of internal communication's analysis.</p>
Bibliography :	notes by the lecturers, and other supports communicated at the beginning of the course
Cycle and year of study :	<p>> Master [60] in Information and Communication</p> <p>> Master [120] in Information and Communication</p>
Faculty or entity in charge:	CCBM