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| 5.0 credits | 30.0 h + 0.0 h | 1q |
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| Teacher(s) : | Catellani Andrea ; Saucin Joël ; |
| Language : | Français |
| Place of the course | Mons |
| 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> |
| Bibliography : | WESTPHALEN M.-H., LIBAERT Th. (2011), La communication externe de l'entreprise, Paris, Dunod. THEAKER A., (2012), The Public Relations Handbook, Routledge. |
| Cycle and year of study : | > Master [60] in Information and Communication > Master [120] in Information and Communication |
| Faculty or entity in charge: | CCBM |