UCL Université catholique de Louvain

LLSMS2006

2015-2016

Strategic Communication(in English)

5.0 credits	30.0 h	2q

Teacher(s) :	François Jacques ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	Basic Marketing
Main themes :	Reativity, setting up a multicanal strategy (mass medias, e-communication, evenemential, public relations, '), budget setting, effectiveness measurement.
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 2.5. Contribute to the development and advancement of the man- agement field. 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5.Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.2. Initiate, develop and implement ideas around a new product, service, process ' 6. Teamwork and leadership 6.1. Work in a team... 7. Project management 7.1.Analyse a project within its environment and define the expected outcomes' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' 8.3. Persuade and negotiate ' *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".*
Evaluation methods :	Examination (French or English)
Teaching methods :	In-class activities - Lectures At home activities - Readings to prepare the lecture - Paper work
Content :	" Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures At home activities - Readings to prepare the lecture - Exercices to prepare the lecture

	- Paper work
Bibliography :	: SLIDES compulsory and available on line . BOOK : P. De Pelsmacker, M. Geuens : Marketing Communications : a European Perspective , 5th edition, Pearson not compulsory. BOOK : P. De Pelsmacker, M. Geuens : Marketing Communications : a European Perspective , 5th edition, Pearson compulsory . No reading file. Supports available on line are on ICAMPUS.
Other infos :	nternationalisation - international content - case study
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management	GEST2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	