

5.0 credits

22.5 h

1q

Teacher(s) :	Verbeeren Pierre ; Renard Damien ; Velge Baudouin (compensates Renard Damien) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	The course LCOMU2310 strategic Communications of organizations and COMU 2615 External Communication Politics constitutes a prerequisite.
Main themes :	The seminar, based on external communication politics courses, proposes to carry out the analysis of a corporate communication policy of an organization. The analysed organisations will come from a range of sectors (culture, humanitarian work, sport, the media and the economy). The course aims to understand the methodologies to be implemented to define a corporate communication strategy. From an audit until the production of a strategic plan and the design of communications tools, the course covers the various stages of the implementation of a corporate communications plan.
Aims :	By the end of the seminar, students will be able to: (1) Produce an organizational image diagnosis and identify organisational issues and factors in terms of communication (2) Define a corporate strategy linked to corporate objectives and the result of the diagnostic (3) Produce a strategic communications plan identifying: operational objectives, target populations, the target messages, anticipated outcomes and evaluations, etc. <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 and individual final exam
Faculty or entity in charge:	COMU

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Communication	CORP2M	5	-	