






5 credits

30.0 h

Q1

Teacher(s)	Alsteens Olivier ;Moisse Jacques ;Roginsky Sandrine ;
Language :	French
Place of the course	Louvain-la-Neuve
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>
Evaluation methods	: group work (continuous control) and individual final exam
Content	<ul style="list-style-type: none"> • Definition and history of public communication, • Supra-national public communication: European Union, international organisms (UN, WTO, OCDE, ...), • Public communication of the State and national institutions, • Communication of territorial entities (regions, cities), • Objectives, issues and constraints of public communication, • Study case. Witness of a professional, • Messages, forms and tools of public communication.
Bibliography	bibliographie, sitographie, présentations de campagnes de communication émanant d'organismes publiques.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [120] in Journalism	EJL2M	5		
Master [120] in Public Administration	ADPU2M	5		
Master [120] in Information and Communication	COMU2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Communication	COMM2M	5		