







5 credits

30.0 h

Q2

Teacher(s)	Guillaume Fabienne ;Sepulchre Sarah ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	This course is based on the assets of the students in the various theories and methodologies in communication of organization. At the beginning of this framework general, it must identify communication specificities of the cultural sector and propose tools adapted to this situation. It must thus propose a conceptual framework relating to the communication of the cultural sector (actors, public, relationship between merchant and not-merchant, between public and deprived operators, bonds with the media, the political sector) and of the case studies proposing a methodology of actions of communication. The course must at the same time propose tools for critical analysis, enough Generals, and executives of intervention in particular contexts in which the students will be brought to intervene.
Aims	<p>This course constitutes the central axis of a module of cultural business management. It is a question of providing the future persons in charge for the cultural organizations (museums, festivals, arts centres) frames of reference and tools in order to build and to carry out a communication specific their activities, which takes account of the characteristics of the sector, the difficulty of touching the public heterogeneous ones, of transitory size of each offer, to nevertheless registering in an overall policy of communication.</p> <p>-----</p> <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>
Content	Method The course will rest on a series of introductory statements. Guests resulting from the professional sector of the cultural medium will be invited to testify to their experiment. Case studies will be carried out by the students, on various grounds of activity (theatres, festivals, exposures, museums)
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 History of Art and Archaeology: Musicology	MUSI2M	5		
Master [120] in Information and Communication	COMU2M	5		
Master [120] in Translation	TRAD2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Communication	COMM2M	5		