


4 credits

30.0 h

Q1

| | |
|-----------------------------|--|
| Teacher(s) | Verbeeren Pierre ; |
| 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 | A written report presenting the diagnosis as well as recommendations on a real practical case is required. The evaluation is base on the ability to apply appropriately tools and techniques learnt during classroom sessions. |
| Teaching methods | Working groups are mostly facilitated by the teacher; this is allowing close guidance to apply concepts learnt during classroom during working group sessions. |
| Content | <p>The course is built around 2 axes : on one hand, the theoretical approach where internal and external communication principles (non profit marketing) within non profit and educational organizations are reviewed, and on the other hand, a practical approach where students are experiencing tools and techniques learnt.</p> <p>The students are therefore trained to diagnose an organization and its environment and to build a suitable communication plan accordingly.</p> <p>By illustrating with study cases, the educational and non-profit organizations, the course will allow students to understand challenges in this industry and to define a communication strategy for internal and external stakeholders. They will also get a good grip of what it represents to be a communication consultant.</p> <p>The students will work in groups of 4 to 5 students on a practical case, identified by the group, where they will apply tools and techniques learnt. Presenting their work to the entire class is fully part of the educational process.</p> |
| Bibliography | <p>Cette bibliographie propose quelques ouvrages de référence. Leur lecture n'est pas indispensable à la compréhension du cours. Elle est un complément pour ceux qui désirent l'approfondir (en particulier les ouvrages en caractères gras).</p> <p>* Bloch P. ,<u>Service compris</u>, Hachette 1986 .</p> <p>* Bonnafous ' Boucher Maria, Pesqueux Yvon (Dir), <u>Décider avec les parties prenantes</u>, Ed. La Découverte/ Recherches, Paris 2006.</p> <p>* Califice C. ,<u>La communication dans le secteur non marchand</u>, Editions Labor 1989.</p> <p>* Collectif, <u>Le secteur non marchand en Belgique</u>, Aperçu socio-économique, Fondation Roi Baudouin, Bruxelles 2001.</p> <p>* Collectif, <u>Le secteur associatif en Belgique</u>, Une analyse quantitative et qualitative, Fondation Roi Baudouin, Bruxelles 2005.</p> <p>* Cremadez M. et Grateau F. ,<u>Le management stratégique hospitalier</u>, InterEditions1992.</p> <p>* Demoulin C & Flipo J.<u>Entreprises de services, 7 facteurs clés de réussite</u>", Les Editions d'Organisation1991.</p> <p>* Di Sciullo J. , <u>Marketing et communication des associations, Juris service</u>1991.</p> <p>* Di Sciullo J.,<u>Le Marketisme</u>, Les Editions Juris Service 1993.</p> <p>* Dupouey P, <u>Marketing de l'éducation et de la formation</u> , Editions d'Organisations1990.</p> <p>* Flipo et Mayaux, <u>Associations : réussir votre développement, Editions d'Organisation 1988.</u></p> <p>* Flipo J.P., <u>Management des entreprises de services</u>, Editions d' Organisation1984.</p> <p>* Gallopel-Morvan Karine, <u>Marketing & Communication des Associations</u>, Dunod, Paris 2008.</p> <p>* Kotler Ph. Dubois B., <u>Marketing management</u>, Publi Union 1992</p> <p>* Kotler Ph. Andreasen R.,<u>Strategic Marketing for Nonprofit Organizations</u>, Hardcover 1987</p> <p>* Lambin J.-J., de Moerloose C. <u>Marketing stratégique et opérationnel</u>, Dunod 2008</p> <p>* Lambin J.-J.<u>La recherche marketing. Analyser, mesurer, prévoir</u>, Ediscience International 1994.</p> |
| Faculty or entity in charge | EDEF |

| Programmes containing this learning unit (UE) | | | | |
|--|---------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Aims |
| Master [120] in Education (shift schedule) | FOPA2M | 4 | |  |