




5 credits

30.0 h

Q2

Teacher(s)	De Rongé Yves ;Swaen Valérie ;Swaen Valérie (compensates De Rongé Yves) ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	This course provides an overview of trends and best practices in corporate communications relating to sustainability, with a particular focus on global sustainability reporting frameworks and responsible marketing communications. This implies understanding the marketplace, consumers, the nature of and purpose of products and services, as well as, reporting and communication strategies.
Aims	<p>During their programme, students of the LSM Master's in management and Master's in Business engineering will have developed the following capabilities'</p> <p>CORPORATE CITIZENSHIP</p> <ul style="list-style-type: none"> • Demonstrate independent reasoning, look critically and consciously acquired knowledge (both academic and common sense) and managerial practices, in light of emerging circumstances and their outcomes. • Decide and act by incorporating ethical and humanistic values, integrity, respect for the laws and conventions, solidarity and civic action, and sustainable development. • Decide and act responsibly, while taking into account the social, economic and environmental sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders. <p>KNOWLEDGE AND REASONING</p> <ul style="list-style-type: none"> • Master highly specific knowledge in one or two areas of management : advanced and current research-based knowledge and methods. <p>INNOVATION AND ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> • Identify new opportunities, propose creative and useful ideas; insituations that require new strategic approaches, break with existing models and paradigms, promote progress and change. <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>
Evaluation methods	<p>1. Evaluation continue</p> <p>Planning des travaux de groupe et /ou évaluations</p> <ul style="list-style-type: none"> ' Participation continue (évaluée) au MOOC « Communicating Corporate Social Responsibility » (quizz, travail individuel et participation aux forums de discussion) ' Préparations individuelles et en groupe à faire avant, pendant et après les séances de cours (par ex., lecture d'articles académiques, études de cas, présentations orales) ' Travail final de groupe à rendre à la fin des cours. <p>2. Examen en session d'examens</p> <p>Janvier : 5 au 26 janv 2018 ; Juin : 4 au 29 juin 2018 ; Septembre : 16 août au 4 sept 2018</p> <p>Ecrit : oui</p> <p>Nombre d'heures : 2 heures</p> <p>Seconde session</p> <p>En cas d'échec à la première session, les étudiants concernés devront représenter l'examen et ou le travail final, selon la partie de l'évaluation ratée (< 10/20)</p>

Teaching methods	<p>The format is based on active learning and includes lectures, case studies, videos, incidents and class discussion, qualified speakers and a project work by group.</p> <p>Students will read case studies and some background material designed to help them answer the questions posed at the end of each case exercise. The cases will always pose practical issues for decision makers to address but issues that are best addressed with a firm grounding in the literature of management and sustainability.</p> <p>By presenting insights from experts from both academia and practice, this course provides a way for future managers to acquire in-depth insights and critical perspectives on companies' reporting activities and communications with respect to sustainability issues. The multi-industry case study structure of this course enables participants to confront the challenges facing today's managers as they seek to develop and communicate their own initiatives with respect to social, environmental and ethical issues.</p>
Content	<p>This course is designed for those who hold/will hold positions in organizations with responsibilities for communicating the sustainability goals, challenges and achievements, as well as accurately and honestly communicating the environmental and social aspects of an organization's products and services.</p> <p>Attitudes and behaviors around sustainable consumption will be explored, as well as, when, if, and how sustainability aspects should be communicated to consumers. Aspects of the marketing mix, such as product features, pricing, distribution, and promotions that influence consumer demand for sustainable products and services will be analyzed in detail. We will discuss how to avoid making false marketing claims and become familiar with best practices for establishing credibility with consumers around sustainability. Finally, we will cover strategies and tactics for reaching the intended target audience.</p>
Bibliography	<p>See in Moodle</p> <p>Examples of references are listed below :</p> <ol style="list-style-type: none"> 1. Du S., Bhattacharya C.B. et Sen S. (2010), « Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication », International Journal of Management Reviews, 12 (1), 8-19. 2. Janssen, C. & Vanhamme, J. (2015), Theoretical lenses for understanding the CSR-consumer paradox, Journal of Business Ethics, 130 (4), 775-787. 3. Porter, M.E. et Kramer M.R. (2011), Creating shared value, Harvard Business Review, Janvier
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Business Engineering	INGM2M	5		