








5 credits

30.0 h + 0.0 h

Q2

Teacher(s)	Depotte Jean-Luc ;Lambotte François coordinator ;
Language :	French
Place of the course	Mons
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>
Bibliography	COLBERT F. (2006), Le marketing des arts et de la culture, Morin éd. [3e éd.] DAGENAIS B. (1998), Le plan de communication, Presses de l'Université Laval MOREL Ph. (2008), Pratique des relations presse, Paris, Dunod [4e éd.]
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [120] in Journalism	<a href="#">EJL2M</a>	5		
Advanced Master in Visual Cultures	<a href="#">VISU2MC</a>	5		
Master [60] in Information and Communication	<a href="#">COMM2M1</a>	5		
Master [120] in Communication (shift schedule)	<a href="#">COHM2M</a>	5		
Master [120] in Information and Communication	<a href="#">COMU2M</a>	5		
Master [60] in Information and Communication	<a href="#">COMU2M1</a>	5		
Master [120] in Communication	<a href="#">COMM2M</a>	5		