


5 credits

22.5 h

Q1

Teacher(s)	Catellani Andrea ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
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	Written examination in session (open questions), for both sessions.
Teaching methods	Lectures, exemples and applications, exercices.
Content	The course will offer an introduction to public relations as a field of professional activity. The content presented, which will develop the themes indicated, will always be related to two dimensions: the preparation of conceptual and notional bases necessary to become professionals of the field; the introduction to forms of scientific reflection that take public relations into account today.
Bibliography	<ul style="list-style-type: none"> <li>• Catellani Andrea, Sauvajol Caroline, Les relations publiques, Paris, Dunod, 2015</li> <li>• Supports et lectures mises à disposition pendant le cours sur MoodleUCL</li> </ul> <p>"Communication. L'ouvrage de toutes les communications", Thierry Libaert (ed.), Vuibert, 2018.</p> <p>"Exploring Public Relations: Global Strategic Communication", Liz Yeomans et Ralph Tench (eds.), Pearson, 4th edition, 2017.</p>
Other infos	The course is organized in a coordinated way with the seminar LCOMU1333.
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	<a href="#">COMU1BA</a>	5	<a href="#">LCOMU1237</a>	
Master [120] in Multilingual Communication	<a href="#">MULT2M</a>	5		