

4 credits

7.5 h + 10.0 h

Q1 and Q2

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	Continuous evaluation. First quadrimester: tests on the knowledge of the news (12/20); written evaluation on the content of conferences of communication professionals (8/20). Second quadrimester: tests on the knowledge of the news (6/20); written evaluation on the content of conferences of communication professionals (6/20); written report on an immersion done in a professional environment (8/20). The final rating is given by the average of the ratings of the two quadrimesters. All activities listed are mandatory. Second Session: Students with an overall deficiency rating will be required to represent those parts of the seminar for which they have a deficiency rating. Detailed instructions for the second session will be posted on MoodleUCL.
Teaching methods	Introductory and presentation sessions; permanences and supervision of work.
Content	The seminar aims to familiarize the student with the world of public relations, its dimensions, actors and practices. It is organized in a strictly coordinated way with the course LCOMU1332 Public relations. It also aims to develop students' attention to news and society, which is an essential aspect of their training in the professions of organizational communication and public relations.
Bibliography	• Voir la bibliographie et les supports du cours LCOMU1332 Relations publiques
Other infos	The seminar is organized in direct coordination with the course LCOMU1332 public relations.
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	4	LCOMU1239	