





5 credits

30.0 h

Q1

Teacher(s)	Agie De Selsaeten Sandrine ;Goedseels Emmanuel ;
Language :	English
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	Written examination partly on content of the course and definitions, partly on case solving (to develop a strategy and to elaborate a communication action plan)
Teaching methods	Lecture with case studies and exercises
Content	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication leadership in the hierarchy of an organisation to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> • Organisation standards: corporate objectives, structure, budget, ... • Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities, ... • Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences • Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication, ... • Evaluation: KPI's and measurement
Bibliography	<p>Gregory, Anne (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice). Kogan Page</p> <p>Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Translation	TRAD2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Information and Communication	COMU2M	5		