





5 credits

30.0 h + 15.0 h

Q1

Teacher(s)	Renard Damien ;
Language :	French
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>
Bibliography	<ol style="list-style-type: none"> 1. Corporate Communication: A Guide to Theory and Practice. J. Cornelissen, 2017. 2. Corporate Communication. Paul A. Argenti, 2016. 3. La communication institutionnelle. E. Giully, Presse Universitaire de France, Quadrige Manuels, 2013. 4. La communication corporate. T. Libaert et K. Johannes, Dunod, Les Topos, 2010.
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 [120] in Journalism	EJL2M	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Information and Communication	COMU2M	5		