


5 credits

22.5 h

Q2

Teacher(s)	Catellani Andrea ;
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>
Evaluation methods	Group work (written report): 8 points. Individual written examination in session: 12 points. Both parts are mandatory. Second session: individual written examination in session (12 points). Part of the group work: the rating is kept if equal to or greater than 4 out of 8; if the rating of the group work is insufficient or if there is no participation in the group work, the student will have to present an individual written work to be defined with the teacher (8 points).
Teaching methods	Lectures; exercises; individual reading and study; group work, supervised by the teacher.
Content	Ethics, ethics, deontology, etc. : definitions and basic concepts. Ethical schools: presentation of some contributions (deontological approach, consequentialism, ethics of virtues, ethics of care, etc.). Corporate social responsibility and communication. Make an ethical decision (the "dilemma"): methodology. Special cases of ethical problems: public relations; digital communication; advertising and the advertising ethics jury.
Bibliography	<ul style="list-style-type: none"> • Catellani A., Cobut, E., Donjean, C., Vers d'avantage d'éthique en communication, Liège, Edipro, 2017 • supports mis à disposition pendant le cours sur Moodle UCL Supports non obligatoires: A. Catellani & C. Sauvajol-Riolland, 2015, Les relations publiques, Paris, Dunod, chapitre 6. C. Renouard, 2015, Éthique et entreprise, Ivry-sur-Seine, Éditions de l'atelier. S. Mercier, 2014, L'éthique dans les entreprises, Paris, La Découverte. C. Ansperger, P. van Parijs, 2003, Éthique économique et sociale, Paris, La Découverte. C. E. Johnson, 2012, Organizational Ethics, Londres, Sage. R. Tench, L. Yeomans (eds.), 2017, Exploring Public Relations, chapitre 12.
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		