


10 credits

30.0 h

Q2

Teacher(s)	Bouckaert Thierry ;
Language :	French
Place of the course	Mons
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	Libaert, T. (2008). Le Plan de communication': Définir et organiser votre stratégie de communication (3e éd.). Dunod. Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
	COIN9CE	10		
Master [120] in Communication (shift schedule)	COHM2M	10		