






5 credits

30.0 h

Q2

Teacher(s)	Depotte Jean-Luc ;Jenart Delphine ;Lambotte François coordinator ;
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	COLBERT F. (2014), Marketing des Arts et de la Culture, Montréal, Chenelière Education, [4e éd.] RUBY Chr. (2017), Devenir spectateur, Toulouse, éd. de l'Attribut CARDON D.(2015), À quoi rêvent les algorithmes, nos vies à l'heure des big data, Paris, Seuil
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Journalism	EJL2M	5		
Specialised master in visual cultures	VISU2MC	5		
Master [120] in Communication (shift schedule)	COHM2M	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Information and Communication	COMU2M	5		
Master [60] in Information and Communication	COMM2M1	5		