


In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits

22.5 h

Q1

Teacher(s)	Catellani Andrea ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
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	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>2 out of 20 points: attendance at class. If the student accumulates more than two absences, an individual written work is requested to obtain the 2 points.</p> <p>18 points out of 20: Written exam in session and written group work.</p> <p>The different parts (presence, written exam, group work) are obligatory.</p> <p>Second session: written examination in session. The rating of the group work is retained if it is equal to or greater than half; otherwise, the student will have to submit an individual written work to be fixed with the assistant. The attendance score is retained if it is 1 or 2 points; otherwise (odds of 0), individual work will be requested.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures, exemples and applications, exercices.</p>
Content	The course will offer an introduction to public relations as a field of professional activity. The content presented, which will develop the themes indicated, will always be related to two dimensions: the preparation of conceptual and notional bases necessary to become professionals of the field; the introduction to forms of scientific reflection that take public relations into account today.
Bibliography	<ul style="list-style-type: none"> • Catellani Andrea, Sauvajol Caroline, Les relations publiques, Paris, Dunod, 2015 • Supports et lectures mises à disposition pendant le cours sur MoodleUCL <p>"Communication. L'ouvrage de toutes les communications", Thierry Libaert (ed.), Vuibert, 2018.</p> <p>"Exploring Public Relations: Global Strategic Communication", Liz Yeomans et Ralph Tench (eds.), Pearson, 4th edition, 2017.</p> <p><i>Les relations "publics"</i> - 2e édition, Stéphane Billiet, Dunod, 2017, ISBN : 9782100769384</p>
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Multilingual Communication	MULT2M	5		
Bachelor in Information and Communication	COMU1BA	5	LCOMU1237	