

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.

4 credits

7.5 h + 10.0 h

Q1 and 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	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Continuous evaluation. First quadrimester: tests on the knowledge of the news (12/20); written evaluation on the content of conferences of communication professionals (8/20). Second quadrimester: tests on the knowledge of the news (6/20); written evaluation on the content of conferences of communication professionals (6/20); written report on an immersion done in a professional environment (8/20). The final rating is given by the average of the ratings of the two quadrimesters. All activities listed are mandatory.</p> <p>Second Session: Students with an overall deficiency rating will be required to represent those parts of the seminar for which they have a deficiency rating. Detailed instructions for the second session will be posted on MoodleUCL.</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Introductory and presentation sessions; supervision of work.</p>
Content	The seminar aims to familiarize the student with the world of public relations, its dimensions, actors and practices. It also aims to develop students' attention to news and society, which is an essential aspect of their training in the professions of organizational communication and public relations.
Bibliography	Des supports de cours seront mis à disposition sur Moodle UCL
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	4		