




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	30.0 h	Q1
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Teacher(s)	Agie De Selsaeten Sandrine ;Goedseels Emmanuel ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication leadership in the hierarchy of an organisation to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> <li>• Organisation standards: corporate objectives, structure, budget...</li> <li>• Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities,...</li> <li>• Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences ;</li> <li>• Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication,...</li> <li>• Evaluation: KPI's and measurement</li> </ul>
Aims	<ol style="list-style-type: none"> <li>1. Understand the notions of strategic thinking in communication ; -----</li> <li>2. Understand the process that leads from a strategic analysis to the definition of a specific strategy ; -----</li> <li>3. Know the different stages of development of a communication plan in connection with the overall strategy of an organization (private, large or SME, public, non-profit,...) ; -----</li> <li>4. Define communication objectives and communication strategies ; -----</li> <li>5. Develop messages addressed to specific audiences and stakeholders ; -----</li> <li>6. Know, assess and use the main types of communication disciplines. -----</li> </ol> <p><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></p>
Evaluation methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Written examination partly on content of the course and definitions, partly on case solving (to develop a strategy and to elaborate a communication action plan)</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Lecture with case studies and exercises</p>
Content	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>While this course is held in English, the central focus is not on language teaching. It is given by non- native English professors who will put students into a business environment where mainly "international English" is spoken, with specific terms and jargon linked to the communication sector.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication management team in the hierarchy of an organisation all the way to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p>

	<ul style="list-style-type: none"><li>• Organisation standards: corporate objectives, structure, budget, ...</li><li>• Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities, ...</li><li>• Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences</li><li>• Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication, ...</li><li>• Evaluation: KPI's and measurement</li></ul>
Bibliography	Gregory, Anne (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice). Kogan Page Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Translation	<a href="#">TRAD2M</a>	5		
Master [120] in Multilingual Communication	<a href="#">MULT2M</a>	5		
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [60] in Information and Communication	<a href="#">COMU2M1</a>	5		