




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 + 15.0 h	Q1
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Teacher(s)	Renard Damien ;
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>
Bibliography	<ol style="list-style-type: none"> <li>1. Corporate Communication: A Guide to Theory and Practice. J. Cornelissen, 2017.</li> <li>2. Corporate Communication. Paul A. Argenti, 2016.</li> <li>3. La communication institutionnelle. E. Giuily, Presse Universitaire de France, Quadrige Manuels, 2013.</li> <li>4. La communication corporate. T. Libaert et K. Johannes, Dunod, Les Topos, 2010.</li> </ol>
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	<a href="#">COMM2M</a>	5		
Master [120] in Multilingual Communication	<a href="#">MULT2M</a>	5		
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [120] in Journalism	<a href="#">EJL2M</a>	5		