UCLouvain	lcomu2708 *2019*	Media relations & community management

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

Teacher(s)	Daxhelet Jean-Yves ;Renard Damien ;Van Dievoet Lara ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The course is divided into three parts; The third includes exercises that put into practice the skills acquired in the first two parts. 1) press relations. • Principles of relations of organizations with the press. Written, oral, digital press relations. Relations with bloggers. The press section on the company's website. The ethics of press relations. The evaluation of the effects of press relations (in coordination with the course LCOMU2350 Evaluation of the communication of organization). 2) community management. • Notions and principles; Definitions of the function. Strategic dimension of the community manager's activity. Animation and management of exchanges. Netiquette, ethical aspects. 3) Practical exercises. • Media training workshop. The students will be invited to take part in a situation, by practicing speaking in a situation that simulates the relationship with members of the press (in particular, interview). • Exercise of community management. Students will be required to conduct a guided community animation experience.
Aims	1. know the stakes of relations with the press and master the techniques, whether they are in the oral register (interviews, press conferences) or written (press releases) ; - - - - 2. measure the impact of digital communication on press relations ; - - - - 3. know the stakes of the activity of community management ; - - - - 4. be immediately operational at the end of his / her course. - - - - *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".*
Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Active pedagogy methods will be implemented and the students will be encouraged to build a critical reflection about media relations and community management while being involved in an activity based learning process. Students will refine their oral and written skills by writing press releases and by analyzing cases and presenting them.
Content	This course focuses on the role and nature of the relationship that organizations develop with members of the media, journalists, bloggers and the public through media relations and community management. It will introduce the students to the interconnected roles of PR and journalism while developing an ethical reflection. What is at stakes ? What is the impact of an increasingly digital context on press relations ? What kind of strategies does it require ? How to measure the effects of press relations and community management ? The course is divided into two parts : media relations and community management. 1) Media relations : Media landscape. Principles of relations of organizations with the press. Written, oral, digital press relations. Relations with bloggers. The press section on the company's website. The ethics of press relations. The evaluation of the effects of press relations (in coordination with the course LCOMU2350 Evaluation of the communication of organization).

	2) Community management : Social media landscape. Notions and principles; Definitions of the function. Strategic dimension of the community manager's activity. Animation and management of exchanges. Netiquette, ethical aspects.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	COMM2M	5		🔍
Master [120] in Multilingual Communication	MULT2M	5		🔍
Master [120] in Communication	CORP2M	5		🔍
Master [120] in Journalism	EJL2M	5		🔍
Master [60] in Information and Communication	COMU2M1	5		🔍