


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

Q2

Teacher(s)	Catellani Andrea ;Ruwet Coline (compensates 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>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>The note (out of 20) consists of three parts :</p> <ul style="list-style-type: none"> - 2 points: attendance at classes - 6 points: written report on group work - 12 points: an individual written exam in session <p>For the second session: a written exam covering the whole subject. The grade of the group work is retained if it is equal to or higher than half; otherwise, the student will have to carry out a case study during the examination of the second session, with extra time available. The attendance mark is retained if it is 2 points; otherwise (mark of 0), the student will have to carry out a case study during the exam of the second session, with extra time available.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Magistral sessions Applications to real cases Individual readings and studies Group work.</p>
Content	<p>Ethics, morality, deontology, etc.: definitions and basic concepts. Ethical schools: presentation of some contributions (deontological approach, consequentialist approach, ethics of virtues, ethics of care, etc.). Make an ethical decision (the "dilemma"): methodology of choice. Relational processes in choice. Corporate social responsibility and communication. Specific cases of ethical problems: public relations; digital communication; advertising and the advertising ethics jury.</p>
Bibliography	<ul style="list-style-type: none"> • Supports facultatifs: A. Catellani & C. Sauvajol-Riolland, 2015, <i>Les relations publiques</i>, Paris, Dunod, chapitre 6. C. Renouard, 2015, <i>Éthique et entreprise</i>, Ivry-sur-Seine, Éditions de l'atelier. S. Mercier, 2014, <i>L'éthique dans les entreprises</i>, Paris, La Découverte. C. Ansperger, P. van Parjis, 2003, <i>Éthique économique et sociale</i>, Paris, La Découverte. C. E. Johnson, 2012, <i>Organizational Ethics</i>, Londres, Sage. R. Tench, L. Yeomans (eds.), 2017, <i>Exploring Public Relations</i>, chapitre 12.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Communication	CORP2M	5		