UCLouvain

## lmult2204

2019

## **Advertising Theory**

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.

6 credits	52.0 h	Q1

Language :	Dutch
Place of the course	Louvain-la-Neuve
Aims	1 http://www.kuleuven.be/onderwijs/aanbod/syllabi/S0D14BE.htm 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".
Faculty or entity in charge	MULT

Programmes containing this learning unit (UE)					
Program title	Acronym	Credits	Prerequisite	Aims	
Master [120] in Multilingual Communication	MULT2M	5		•	