

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

4 credits	7.5 h + 10.0 h	Q1 and Q2
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Teacher(s)	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>Ongoing evaluation. The final rating is derived from the activities carried out during the two quarters.</p> <p>First quadrimester (more details will be communicated at the beginning of the seminar):</p> <ul style="list-style-type: none"> - Tests on knowledge of current affairs (8/20). - Written evaluation on the content of lectures on various areas of communication (6/20). - Written report on an interview conducted in a professional communication environment (6/20). <p>Second quarter (more precise information will be provided later):</p> <ul style="list-style-type: none"> - Tests on knowledge of current affairs (8/20). - Written evaluation on the content of visits or lectures (physical or remote) on various sectors of communication (6/20). - Written report on an immersion in a professional communication environment; in case of unfavourable sanitary conditions, this activity will be adapted to be carried out remotely (in this case, more information will be communicated via Moodle) (6/20). <p>These different assessment activities can be adapted and modified according to the evolution of the sanitary conditions.</p> <p>Second session: students who have an overall deficiency rating will be required to represent the parts of the seminar for which they have a deficiency rating. Detailed instructions for the second session will be posted on Moodle.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Introductory and presentation sessions; work supervision.</p> <p>First four months: activities entirely at a distance. Code green or yellow: if the number of students is sufficiently small, some activities could be done face-to-face.</p> <p>Second term: code green: face-to-face activities. code orange or red: distance learning activities; if the number of students is sufficiently small, some activities could be face-to-face.</p>
Content	The seminar aims to familiarize the student with the world of public relations, its dimensions, actors and practices. It also aims to develop students' attention to news and society, which is an essential aspect of their training in the professions of organizational communication and public relations.
Bibliography	
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	4		