


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).

5 credits	22.5 h	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>Evaluation method :</p> <p>The mark (out of 20) is made up of different parts, all of which are compulsory to take the exam and obtain the credits.</p> <p>2 points : Active presence in the course (details will be communicated at the beginning of the course). If the student does not meet the criteria set at the beginning of the course to obtain these points, an individual written work to be submitted by email is required to obtain the 2 points.</p> <p>8 points: written report on group work.</p> <p>10 points: individual written work to be submitted via Moodle. A deficiency in this individual part implies the need to retake the exam in the second session (this rating becomes the final overall rating of the first session).</p> <p>For the second session: individual written work to be submitted via Moodle. The group work score is retained if it is equal to or higher than half; otherwise, an additional individual written assignment to be submitted via Moodle will be required. The grade for Active Course Attendance is retained; otherwise (grade of 0 in the first session for this part) the student will be required to complete additional individual written work.</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> <p>Green Code: mainly face-to-face activities and sessions. Code yellow and orange: mainly distance learning activities; some sessions may be held in person if the number of students allows it.</p>
Content	<p>Ethics, morality, deontology, etc.: definitions and basic concepts.</p> <p>Critical approach of organisational communication.</p> <p>Ethical schools: presentation of some contributions (deontological approach, consequentialist approach, ethics of virtues, ethics of care, etc.).</p> <p>Make an ethical decision (the "dilemma"): methodology of choice.</p> <p>Relational processes in choice.</p> <p>Corporate social responsibility, sustainable development and communication.</p> <p>Specific cases of ethical problems: public relations; digital communication; advertising and the advertising ethics jury.</p>
Bibliography	<p>Supports facultatifs:</p> <p>A. Catellani & C. Sauvajol-Riolland, 2015, <i>Les relations publiques</i>, Paris, Dunod, chapitre 6.</p> <p>P. Cochinaux, <i>L'éthique</i>, fidélité, coll. Que penser de... ?, 2008.</p> <p>M. Canto-Sperber et R. Ogien, <i>La philosophie morale</i>, Que sais-je ?, 2017 (4ème édition).</p> <p>C. Renouard, 2015, <i>Éthique et entreprise</i>, Ivry-sur-Seine, Éditions de l'atelier.</p> <p>S. Mercier, 2014, <i>L'éthique dans les entreprises</i>, Paris, La Découverte.</p> <p>C. Ansperger, P. van Parjis, 2003, <i>Éthique économique et sociale</i>, Paris, La Découverte.</p> <p>C. E. Johnson, 2012, <i>Organizational Ethics</i>, Londres, Sage.</p> <p>R. Tench, L. Yeomans (eds.), 2017, <i>Exploring Public Relations</i>, chapitre 12.</p>
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		