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Enseignants	Daxhelet Jean-Yves ;Renard Damien ;Van Dievoet Lara ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Modes d'évaluation des acquis des étudiants	<p>Examination: first session Media relations evaluation (50%) :</p> <ul style="list-style-type: none"> • 15 % group assignments • 35% individual assignments + written exam <p>Community management evaluation (50%) :</p> <ul style="list-style-type: none"> • 15 % group assignments • 35% individual assignments + written exam <p>Examination: second session Oral exam and individual assignments</p>
Méthodes d'enseignement	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.
Contenu	<p>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 ?</p> <p>The course is divided into two parts : media relations and community management.</p> <p>1) Media relations : Media landscape. Principles of relations of organizations with the press. Written, oral, digital press relations. 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).</p> <p>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.</p>
Faculté ou entité en charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en journalisme	EJL2M	5		
Master [120] en sciences et technologies de l'information et de la communication	STIC2M	5		
Master [120] en communication multilingue	MULT2M	5		
Master [120] en communication	CORP2M	5		
Master [120] en communication	COMM2M	5		
Master [60] en information et communication	COMU2M1	5		