





5.00 credits

30.0 h

Q1

Teacher(s)	Alexandre Catherine ;Brulois Vincent ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Bibliography	Evaluez l'efficacité de vos actions de communication (DUNOD, 2012) Assaël Adary, BenoîtVolatier Les tableaux de bord de la com (DUNOD, 2006) Thierry Libaert, André Marco
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Journalism	<a href="#">EJL2M</a>	5		
Master [120] in Information and Communication Science and Technology	<a href="#">STIC2M</a>	5		
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [120] in Communication	<a href="#">COMM2M</a>	5		
Master [60] in Information and Communication	<a href="#">COMU2M1</a>	5		