




5.00 credits

30.0 h

Q2

Teacher(s)	De Rongé Yves ;Swaen Valérie ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	None
Main themes	This course provides an overview of trends and best practices in corporate communications relating to sustainability, with a particular focus on global sustainability reporting frameworks and responsible marketing communications. This implies understanding the marketplace, consumers, the nature of and purpose of products and services, as well as, reporting and communication strategies.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> • Understand the differences between a stand-alone report, a combined report and an integrated report, • Assess the quality of a stand-alone/combined/integrated report, • Reconcile multiple stakeholders' interests (and understand the importance of doing so), into a clear, persuasive, smart action and communication plan, • Recognize the risks associated to greenwashing, as well as the opportunities related to a strong communication strategy, • Adopt a critical perspective on managerial communication and reporting practices related to social issues.
Evaluation methods	<p>Continuous assessment (65%)</p> <ul style="list-style-type: none"> - Participation to the MOOC on CSR reporting and communication (on the edX) - On that basis, ^preparation of course sessions and conferences by practitioners - Teamwork by group - Written paper <p>Individual final written exam during the first session (35%)</p> <p>Second session</p> <ul style="list-style-type: none"> - If you failed in the continuous assessment, you have to give a written report (65%) (if you passed the continuous evaluation, we keep your mark) - If you failed at the written exam at the first session, you have to pass a written or oral exam (depending on the number of students concerned) at the second session (if you passed the exam at the first session successfully, we keep your mark) (35%) <p>Depending on the covid 19 situation, the course, assignments and exam could be delivered on-site, on-line or via a mix of both means (comodal).</p>
Teaching methods	<ul style="list-style-type: none"> • Student participation to the MOOC entitled "CSR reporting and communication"; • Interactive class discussions of concepts and company cases; • Conferences by practitioners; • Teamwork.
Content	<p>This course is designed for those who hold/will hold positions in organizations with responsibilities for communicating the sustainability goals, challenges and achievements, as well as accurately and honestly communicating the environmental and social aspects of an organization's products and services.</p> <p>This course provides an overview of trends and best practices in corporate communications related to sustainability, with a particular focus on global sustainability reporting frameworks and responsible marketing communications.</p> <p>Attitudes and behaviors around sustainable consumption will be explored, as well as, when, if, and how sustainability aspects should be communicated to consumers. Aspects of the marketing mix, such as product features, pricing, distribution, and promotions that influence consumer demand for sustainable products and services will be analyzed</p>
Inline resources	<ul style="list-style-type: none"> • Moodle of the course • MOOC on "CSR reporting and communication" on edX
Bibliography	See in Moodle

Faculty or entity in charge	CLSM
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Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGE2M	5		