


10.00 credits	30.0 h	Q2
---------------	--------	----

Teacher(s)	Bouckaert Thierry ;
Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	Libaert, T. (2008). Le Plan de communication': Définir et organiser votre stratégie de communication (3e éd.). Dunod. Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Certificat d'université en communication interne	COIN9CE	10		
Master [120] in Communication (shift schedule)	COHM2M	10		