







5.00 crédits	30.0 h	Q1
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Enseignants	Lambotte François ;Werbrouck Katja (supplée Lambotte François) ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Modes d'évaluation des acquis des étudiants	<ul style="list-style-type: none"> <li>• 1. Group work (40%) oral presentation during a plenary session and written report</li> <li>• 2. Individual assessment on comprehension of the content of the course (60%) - Oral exam</li> <li>• Second session : Individual oral exam on the complete course: 60%. The initial rating of the working group (40%) will be maintained if the group obtained 50% of the rating; otherwise, the student must present a complementary work to be fixed with the teacher.</li> </ul>
Méthodes d'enseignement	<ul style="list-style-type: none"> <li>• All courses are supported by written material. At least <b>50% of the course is interactive</b> and learned through exercises. When relevant, Internal Communication professionals are invited to illustrate cases. Different communication formats are used.</li> </ul>
Contenu	<p><b>MAIN THEMES :</b></p> <p>The course will address the main aspects of Internal Communication, from an analytical, strategical and applicative point of view. Internal Communication is positioned as a critical management discipline that enables organizations to be more successful, both in their daily operations and during important changes. During this course we will go through all the levers that enable the optimization of <b>the experience and organization</b> of Internal Communication.</p> <p><b>AIMS :</b></p> <p>In this course students will:</p> <ul style="list-style-type: none"> <li>• understand the <b>position</b> and the <b>role</b> of Internal Communication in public and private organizations,</li> <li>• understand the <b>impact of new ways of working</b> on employee interactions,</li> <li>• analyze how Internal Communication can <b>contribute to the business results</b> on a daily basis,</li> <li>• understand Internal Communication <b>tools, methods and processes</b>,</li> <li>• develop an <b>Internal Communication approach and plan</b> for a specific <b>change</b> or goal in the organization,</li> <li>• distinguish and use <b>different methods to measure</b> the performance of Internal Communication,</li> <li>• understand if and how Internal Communication impacts the <b>organization's culture</b>,</li> <li>• get acquainted with certain <b>legal</b> and <b>ethical</b> matters in Internal Communication.</li> </ul> <p><b>CONTENTS</b></p> <ul style="list-style-type: none"> <li>• Role, history, trends of Internal Communication</li> <li>• Internal Communication Types, Contents &amp; Channels</li> <li>• Internal Communication target populations</li> <li>• Employee experience and engagement</li> <li>• Change Management &amp; Change Communication</li> <li>• Internal communication Measurements, Organization &amp; Planning</li> <li>• Ethics &amp; normative aspects</li> </ul>
Faculté ou entité en charge:	COMU

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en communication multilingue	MULT2M	5		
Master [120] en communication	CORP2M	5		
Master [120] en sciences et technologies de l'information et de la communication	STIC2M	5		
Master [120] en communication	COMM2M	5		
Master [120] en gestion des ressources humaines	GRH2M	5		
Master [120] en journalisme	EJL2M	5		
Master [60] en information et communication [- Transition]	COMU2M1	5		