

5.00 credits

22.5 h

Q2

Teacher(s)	Bonnieux Lucile (compensates Catellani Andrea) ;Catellani Andrea ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>Evaluation method :</p> <p>The mark (out of 20) is made up of different parts, all of which are compulsory to take the exam and obtain the credits.</p> <p>2 points : Active presence in the course (details will be communicated at the beginning of the course). If the student does not meet the criteria set at the beginning of the course to obtain these points, an individual written work to be submitted by email is required to obtain the 2 points.</p> <p>8 points: a written compulsory group report.</p> <p>10 points: individual written work.</p> <p>For the second session: individual written work to be submitted via Moodle. The group work score is retained if it is equal to or higher than half; otherwise, an additional individual written assignment to be submitted via Moodle will be required. The grade for Active Course Attendance is retained; otherwise (grade of 0 in the first session for this part) the student will be required to complete additional individual written work.</p>
Teaching methods	Lecture (magistral) with analysis of case studies in session. Group work
Content	<p>Starting from a conceptual framework that questions the notions of ethics, morality, deontology, etc. The course will focus on an ethical approach of organisational communication.</p> <p>The main issues addressed will be: the social responsibility of companies and of communication professionals (market, public and private sectors); explicitly and implicitly disseminated values; possible responses to ethical expectations of civil society; how to identify a dilemma and make an ethical choice; the role of the professional deontological standards; digital communication facing ethical challenges. Specific ethical cases including public relations, advertising, and the advertising ethics board - will be taken into account.</p>
Inline resources	a PowerPoint document is available online, with the necessary documents or links if necessary
Bibliography	<p>Supports facultatifs:</p> <p><i>Communication & Professionnalisation</i>, n°5 : <i>Professionnalisation et éthique de la communication (1) : des principes à la formation</i>, UCL, 2017.</p> <p><i>Communication & Professionnalisation</i>, n°6 : <i>Professionnalisation et éthique de la communication (2) : approches sectorielles</i>, UCL, 2017.</p> <p>A. Catellani, C. Sauvajol-Riolland & F. Allard-huver, 2022, <i>Les relations publiques</i>, Paris, Dunod, chapitre 6.</p> <p>P. Cochinaux, <i>L'éthique, fidélité</i>, coll. Que penser de... ?, 2008.</p> <p>M. Canto-Sperber et R. Ogien, <i>La philosophie morale</i>, Que sais-je ?, 2017 (4ème édition).</p> <p>C. Renouard, 2015, <i>Éthique et entreprise</i>, Ivry-sur-Seine, Éditions de l'atelier.</p> <p>S. Mercier, 2014, <i>L'éthique dans les entreprises</i>, Paris, La Découverte.</p> <p>C. Ansperger, P. van Parijs, 2003, <i>Éthique économique et sociale</i>, Paris, La Découverte.</p> <p>C. E. Johnson, 2012, <i>Organizational Ethics</i>, Londres, Sage.</p> <p>R. Tench, L. Yeomans (eds.), 2017, <i>Exploring Public Relations</i>, chapitre 12.</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	CORP2M	5		