

**At Mons - 60 credits - 1 year - Day schedule - In french**Dissertation/Graduation Project : **YES** - Internship : **NO**Activities in English: **optional** - Activities in other languages : **NO**Activities on other sites : **NO**Main study domain : **Information et communication**Organized by: **Faculté des sciences économiques, sociales, politiques et de communication (ESPO)**Programme acronym: **comm2m1** - Francophone Certification Framework: 7**Table of contents**

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## COMM2M1 - Introduction

### Introduction

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## COMM2M1 - Teaching profile

### Learning outcomes

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On successful completion of this programme, each student is able to :

CG1.

CG2.

CG3.

CG4.

CG5.

### Programme structure

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[> Tronc commun](#) [ en-prog-2019-comm2m1-mcomm201t.html ]

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Options courses

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- [> Option Communication Web](#) [ en-prog-2019-comm2m1-mcomm100o.html ]
- [> Stratégies de communication](#) [ en-prog-2019-comm2m1-mcomm506o.html ]
- [> Nouveaux médias](#) [ en-prog-2019-comm2m1-mcomm507o.html ]
- [> Communication culturelle](#) [ en-prog-2019-comm2m1-mcomm508o.html ]
- [> Communication culturelle: compléments](#) [ en-prog-2019-comm2m1-mcomm509o.html ]

## COMM2M1 Detailed programme

### Programme by subject

#### CORE COURSES

- Mandatory  
 Courses not taught during 2019-2020  
 Periodic courses taught during 2019-2020
- Optional  
 Periodic courses not taught during 2019-2020  
 Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

#### ⌘ Pour les étudiants non-titulaires d'un master

<input type="radio"/> MCOMU2106	<a href="#">Ethique de la communication</a>	Eric Cobut Laurent Lievens (compensates Philippe Scieur) Philippe Scieur	30h	5 Credits	1q
<input type="radio"/> MCOMU2202	<a href="#">Marketing Communications</a>	Karine Charry	30h	5 Credits	1q
<input type="radio"/> MCOMU2701	<a href="#">Développement et gestion de projet Web créatif</a>	Suzanne Kieffer Rémi Tylski	30h	5 Credits	1q
<input type="radio"/> MCOMU2901	<a href="#">Mémoire M60 (bachelier)</a>			23 Credits	
<input type="radio"/> MCOMU2910	<a href="#">Séminaire d'accompagnement au mémoire: concepts et méthodes</a>	Sandrine Roginsky Marie Vanoost (compensates Sandrine Roginsky)	15h	2 Credits	1q
<input type="radio"/> MSHUM2201	<a href="#">Compétences relationnelles</a>	Laurent Lievens	15h+30h	5 Credits	1q

#### ⌘ Pour les étudiants titulaires d'un master

##### o Activités obligatoires

<input type="radio"/> MCOMU2701	<a href="#">Développement et gestion de projet Web créatif</a>	Suzanne Kieffer Rémi Tylski	30h	5 Credits	1q
<input type="radio"/> MCOMU2903	<a href="#">Mémoire M60 (master)</a>			15 Credits	

##### o Activités au choix

Deux cours parmi:

<input checked="" type="radio"/> MCOMU2106	<a href="#">Ethique de la communication</a>	Eric Cobut Laurent Lievens (compensates Philippe Scieur) Philippe Scieur	30h	5 Credits	1q
<input checked="" type="radio"/> MCOMU2202	<a href="#">Marketing Communications</a>	Karine Charry	30h	5 Credits	1q
<input checked="" type="radio"/> MSHUM2201	<a href="#">Compétences relationnelles</a>	Laurent Lievens	15h+30h	5 Credits	1q

## OPTIONS

Les étudiants non-titulaires d'un master choisiront une option de 15 crédits parmi les 3 qui lui sont accessibles : les options "de base" "Stratégie de communication", "Communication culturelle" et "Communication web". Les étudiants déjà titulaires d'un master choisiront deux options (une option "de base" et une option de type "compléments") dans le panel d'options qui leur est proposé.

- > [Option Communication Web](#) [ en-prog-2019-comm2m1-mcomm100o ]
- > [Stratégies de communication](#) [ en-prog-2019-comm2m1-mcomm506o ]
- > [Nouveaux médias](#) [ en-prog-2019-comm2m1-mcomm507o ]
- > [Communication culturelle](#) [ en-prog-2019-comm2m1-mcomm508o ]
- > [Communication culturelle: compléments](#) [ en-prog-2019-comm2m1-mcomm509o ]

## OPTION COMMUNICATION WEB [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

### Contenu:

● MLSMM2152	<a href="#">Nouvelles technologies et pratiques émergentes</a>	Bart Jourquin	30h	5 Credits	1q
● MCOMU2210	<a href="#">Production éditoriale et production médiatique sur le web</a>	Thibault Dujardin-Bazier Marie Vancutsem	22.5h	5 Credits	1q
● MCOMU2211	<a href="#">Media Literacy</a>	Julie Matagne Julie Matagne (compensates Sandrine Roginsky) Sandrine Roginsky	22.5h	5 Credits	1q

## STRATÉGIES DE COMMUNICATION [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

### Contenu:

● MCOMU2104	<a href="#">Audit de communication</a>	François Lambotte	15h	5 Credits	2q
● MCOMU2112	<a href="#">Communication Corporate</a>	Damien Renard	30h	5 Credits	2q
● MCOMU2110	<a href="#">Communication publique et politique</a>	Emily Hoyos Sandrine Roginsky	30h	5 Credits	2q

## NOUVEAUX MÉDIAS [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

### Contenu:

● MCOMU2208	<a href="#">Media planning</a>	Jean-Michel Depasse	30h	5 Credits	1q
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○ MCOMU2209	<a href="#">Internet et société</a>	Sandrine Roginsky	30h	5 Credits	1q
○ MCOMU2113	<a href="#">Sémiotique du web</a>	Andrea Catellani	30h	5 Credits	1q

## COMMUNICATION CULTURELLE [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

### o Contenu:

○ MCOMU2702	<a href="#">Communication et production événementielle</a>	Chloé Colpé	30h	5 Credits	2q
○ MCOMU2114	<a href="#">Communication des organisations culturelles</a>	Fabienne Guillaume Charlotte Jacquet (compensates Sarah Sepulchre) Sarah Sepulchre	30h	5 Credits	2q
○ MCOMU2703	<a href="#">Etudes culturelles</a>	Sébastien Fevry	30h	5 Credits	1q

## COMMUNICATION CULTURELLE: COMPLÉMENTS [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

### o Contenu:

○ MCOMU2108	<a href="#">Politiques et publics de la culture</a>	Damien Vanneste	30h	5 Credits	1q
○ MCOMU2109	<a href="#">Pratiques de communication culturelle</a>	Jean-Luc Depotte Delphine Jenart	30h	5 Credits	2q
○ MCOMU2111	<a href="#">Villes et culture : analyse sociologique</a>	Philippe Scieur Damien Vanneste	30h	5 Credits	1q

## The programme's courses and learning outcomes

For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies the competences expected of every graduate on completion of the programme. You can see the contribution of each teaching unit to the programme's reference framework of learning outcomes in the document "*In which teaching units are the competences and learning outcomes in the programme's reference framework developed and mastered by the student?*"

## COMM2M1 - Information

### Admission

*General* (<https://uclouvain.be/en/study/inscriptions/admission-requirements-master-s-degree.html>) and specific admission requirements for this program must be satisfied at the time of enrolling at the university.

**In the event of the divergence between the different linguistic versions of the present conditions, the French version shall prevail.**

#### SUMMARY

- > [University Bachelors](#)
- > [Non university Bachelors](#)
- > [Holders of a 2nd cycle University degree](#)
- > [Holders of a non-University 2nd cycle degree](#)
- > [Adults taking up their university training](#)
- > [Access on the file](#)
- > [Admission and Enrolment Procedures for general registration](#)

### University Bachelors

Diploma	Special Requirements	Access	Remarks
<b>UCLouvain Bachelors</b>			
		Direct Access	
		Direct Access	
		Access with additional training	
		Access with additional training	
		Access with additional training	
		Based on application: accepted, conditional on further training, or refusal	
		Access with additional training	
<b>Others Bachelors of the French speaking Community of Belgium</b>			
		Direct Access	
		Based on application: accepted, conditional on further training, or refusal	
		Access with additional training	
<b>Bachelors of the Dutch speaking Community of Belgium</b>			
		Access with additional training	
		Direct Access	
		Based on application: accepted, conditional on further training, or refusal	
<b>Foreign Bachelors</b>			
		Access with additional training	
		Based on application: accepted, conditional on further training, or refusal	

### Non university Bachelors

> Find out more about [links](https://uclouvain.be/fr/etudier/passerelles) (<https://uclouvain.be/fr/etudier/passerelles>) to the university

**Holders of a 2nd cycle University degree**

Diploma	Special Requirements	Access	Remarks
<b>"Licenciés"</b>			
		Direct Access	
		Direct Access	
<b>Masters</b>			
		Based on application: accepted, conditional on further training, or refusal	
		Direct Access	

 **Holders of a non-University 2nd cycle degree** **Adults taking up their university training**

> See the website [Valorisation des acquis de l'expérience](https://uclouvain.be/fr/etudier/vae) (<https://uclouvain.be/fr/etudier/vae>)

It is possible to gain admission to all masters courses via the validation of professional experience procedure.

 **Access on the file**

Reminder : all Masters (apart from Advanced Masters) are also accessible on file.

 **Admission and Enrolment Procedures for general registration**



## Supplementary classes

**To enrol for this Masters, the student must have a good command of certain subjects. If this is not the case, they must add preparatory modules to their Master's programme.**

○ Mandatory

△ Courses not taught during 2019-2020

⊕ Periodic courses taught during 2019-2020

⊗ Optional

⊖ Periodic courses not taught during 2019-2020

■ Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

○ MCOMU1208	Sémiotique générale	Philippe Verhaegen	30h	5 Credits	1q
○ MDROI1212	Droit des médias et de la communication	Bernard Mouffe	30h	5 Credits	2q
○ MCOMU1310	Anthropologie et ethnographie de la communication	Gérard Derèze	30h+10h	5 Credits	2q
○ MCOMU1311	Analyse des données numériques	François Fouss Pascal Francq	30h+10h	5 Credits	2q
○ MCOMU1308	Analyse sémiotique du discours et de l'image	Andrea Catellani Nicolas Wouters	30h+10h	5 Credits	2q
○ MCOMU1309	Séminaire d'actualité 3	Sébastien Fevry	0h+20h	5 Credits	1 + 2q
○ MANGL1339	Anglais 3	Jessica Degroote	0h+60h	5 Credits	1 + 2q

### ○ Cours au choix

Un cours parmi:

⊗ MNEER1341	Néerlandais 3	Erika Copriau	0h+60h	5 Credits	1 + 2q
⊗ MESPA1340	Espagnol 3	Michèle Ballez	0h+60h	5 Credits	1 + 2q

### ○ Activités en fonction de la finalité choisie

#### ⊗ Pour l'étudiant qui choisit la finalité "Culture et communication"

○ MCOMU1303	Médiation culturelle	Xavier Canonne Philippe Scieur	30h+10h	5 Credits	2q
○ MMETH1321	Critique de productions culturelles	Jean-Luc Depotte	20h+20h	5 Credits	1 + 2q

#### ⊗ Pour l'étudiant qui choisit la finalité "Stratégies de communication et médias" du master 120 de jour

○ MCOMU1302	Communication et organisation	François Lambotte Damien Renard (compensates François Lambotte)	30h+10h	5 Credits	1q
○ MSHUM1328	Sociologie des organisations	Philippe Scieur	30h	5 Credits	1q

## Evaluation

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**The evaluation methods comply with the regulations concerning studies and exams (<https://uclouvain.be/fr/decouvrir/rgee.html>). More detailed explanation of the modalities specific to each learning unit are available on their description sheets under the heading "Learning outcomes evaluation method".**

## Contacts

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**Attention, you are currently reading an archived page: below contact informations were for program study 2019-2020 only. To get current contact informations please got to [current program study site](#).**

## Curriculum Management

Entity

Structure entity

Denomination

Faculty

SSH/ESPO/COMU

(COMU) (<https://uclouvain.be/repertoires/entites/comu>)

Faculty of Economic, Social and Political Sciences and Communication (ESPO) (<https://uclouvain.be/repertoires/entites/espo>)

Sector

Human Sciences (SSH) (<https://uclouvain.be/repertoires/entites/ssh>)

Acronym

COMU

Postal address

Ruelle de la Lanterne magique 14 - bte L2.03.02

1348 Louvain-la-Neuve

Tel: [+32 \(0\) 10 47 27 97](tel:+32210472797) - Fax: [+32 \(0\) 10 47 30 44](tel:+32210473044)

Web site

<https://uclouvain.be/fr/facultes/espo/comu> (<https://uclouvain.be/fr/facultes/espo/comu>)

Academic supervisor: Sandrine Roginsky

Other academic Supervisor(s)

- Elena Aoun

Jury

- Andrea Catellani
- Sébastien Fevry

Useful Contact(s)

- Informations pour les futurs étudiants (Nicolas Hurtado de Jesus - tél. [+32 \(0\)65 323 327](tel:+3221065323327)): [info-mons@uclouvain.be](mailto:info-mons@uclouvain.be)
- Céline Nicolas

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