



Faculté des sciences économiques, sociales et politiques

ESPO

COMU2116 **The strategic communications of organisations**

[30h] 3 credits

Teacher(s): Axel Gryspeerdt
Language: french
Level: 2nd cycle course

Aims

By the end of the course, students will have acquired the skills to:

- know and interpret the various developments that have occurred in the field of the strategic communications of organisations;
- define and understand the various operational models of the main kinds of strategic communications of organisations;
- distinguish between institutional image and institutional identity, and to know the main analytical components and methods;
- know the various stages in the development of institutional communications campaigns and strategic communications plans;
- interpret various institutional communications messages in the light of the strategies put in place, and of the key elements that make them up (signs analysis).

Main themes

To understand and analyse the various strategic communications models proposed and applied by organisations in changing contexts.

Content and teaching methods

Examination of the main operation models, and analysis of issues relating to the following range of types:

- " event-based narrative;
- " communications campaigns;
- " systems of visual identity;
- " crisis communication;
- " managerial communication;
- " internal communication and recruitment communication;
- " financial communication;
- " cultural communication;
- " lobbying and public affairs;
- " other communications strategies and mixed strategies.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

None, but a knowledge of semiology would be a distinct advantage.

Tests and an oral examination.

Portfolio of reading, and case analysis during the course.

A range of organisational strategic communications will be presented during the course with audiovisual support.

Other credits in programs

COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	
COMU22/AM	Deuxième licence en information et communication (Analyse des médias)	(3 credits)	
COMU22/J	Deuxième licence en information et communication (Journalisme)	(3 credits)	
COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	
COMU2M1/RP	Master en information et communication (relations publiques et communication d'organisation)	(3 credits)	Mandatory
MULT21MS	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(3 credits)	
MULT22MS	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(3 credits)	
MULT2MS	Master en communication multilingue, à finalité spécialisée en langues des affaires	(3 credits)	