

Faculty of Economic, Social and Political Sciences



COMU2252 Public relations and enterprise communications seminar

[30h] 4 credits

Teacher(s): Thierry Libaert, Jean-Marie Pierlot
Language: French
Level: Second cycle

Aims

By the end of the course, students will be able to identify the various components of a public relations or communications strategy, and analyse the appropriateness of the resources in relation to the declared objectives and the strategy's internal coherence. They will also be able to design a simple organisational communications measure that meets precise objectives. In addition, they will have taken initiatives to go and find out about the professional communications world. Lastly, they will have acquired a basic command of the Internet tools used in communications within enterprises (e.g. websites, forums and distribution lists).

Main themes

This seminar provides students with a locus where the professional practices of organisational communications come into unique contact with predominantly theoretical training. It therefore seeks to introduce situations in the professional world in as empirical a way as possible, and attempts to subject them to critical analysis.

Content and teaching methods

The seminar is an opportunity for making contacts and exchanges. It is based on partnerships with enterprises and organisations that agree to be examined by students.

The seminar has a dual, methodological aim: the first involves learning how to make organisational communications by listening to, and watching, professionals; the second involves learning how to observe, understand, analyse, and make sense of professional situations.

Every year, a particular enterprise communications theme is selected to facilitate work exchanges and confrontations.

Because of the multi-modal way in which it functions (i.e. plenary sessions, working in sub groups, and the use of Internet tools), the seminar itself consists of a corpus of learning situations and projects in which communication plays an important role; there will be an analysis of these situations and projects.

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

Pre requirement: A broad and non instrumental understanding of communication processes is essential.

Assessment: The basis of the assessment consists of active participation in all of the seminar's activities and the completion of group work.

Support: A dedicated website is constructed every year.

Supervision: This seminar requires supervision by Assistants.

Additionally: It is sometimes necessary to travel to visit or meet partners.

Other credits in programs

COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation)	(4 credits)	
COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(4 credits)	
COMU2M1/RP	Master en information et communication (option relations publiques et communication d'organisation)	(4 credits)	Mandatory
MULT21MS	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(4 credits)	
MULT22MS	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(4 credits)	