

## Faculty of Economic, Social and Political Sciences



### COMU2281 Organisation of image management workshop

[30h] 4 credits

**Teacher(s):** Axel Gryspeerdt  
**Language:** French  
**Level:** Second cycle

#### Aims

By the end of the seminar, students will be able to:

- " produce an organisational image diagnosis and identify organisational issues and factors in terms of communication, and use the most appropriate methodological tools for this;
- " produce a strategic communications plan identifying:
  - general and operational objectives;
  - target populations;
  - the strategy's messages and how it functions;
  - anticipated outcomes and the kind of evaluation to be put in place;
  - mobilised communications models;
  - finalise the strategic plan in the form of concrete tools (stage of models and prototypes).

#### Main themes

Through knowledge of what happens in the field, to address issues raised by the image, by controlling it, and by its strategic management in organisations. To integrate these questions into a plan for communicating with all populations in the institution. To work on designing operational communications tools.

#### Content and teaching methods

Students will be invited to carry out operational work in which each of them will follow and evaluate a methodology that includes phases in which data are collected and exploited, and which culminate in the production of a strategic plan and the design of communications tools. The organisations that will be worked on will come from a range of sectors (culture, humanitarian work, sport, the media and the economy). The work will be carried out by small supervised groups, and will lead on to collective analysis and evaluation sessions. The models proposed will be compared with alternative models.

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

**Pre requirement:** Students must already have done Course COMU2116 (The strategic communications of organisations), or they will have to complete it at the same time; they must also have completed a course in social science methodology (or equivalent), or they will have to complete it at the same time.

**Evaluation:** Students will carry out a series of group tasks in the main phases of the Workshop focusing on a concrete news item.

**Notes from various courses** to be made available to students depending on their courses of studies.

**Supervision:** An Assistant is required for groups of 20 students.

**Additionally:** Given the kind of work that the students will be doing, professionals in the field will need to be present at the final session.

**Other credits in programs**

<b>COMU22/RP</b>	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	Mandatory
<b>COMU2M1/RP</b>	Master en information et communication (option relations publiques et communication d'organisation) (4 credits)	