

Faculty of Psychology and Education Sciences



FOPA2340 Management of the communication in the socio-educational organisations

[30h] 4 credits

Teacher(s): Alain Bonaventure
Language: French
Level: Second cycle

Aims

At the end of the course and the seminar, the students should be able to communicate efficiently with the internal and external actors of the organisation, i.e. : to analyse the options underlying the communication strategies they have to face ; to supervise the frequent activities of internal and external communication of their organisation ; to know and assess the strategies of communication used by the specialised designers.

Main themes

Content : a) Ethics of the communication. b) Dimensions of the communication. c) Identity, image and dynamics of an organisation. d) Logics of an educational organisation by comparison with the organisation of a company. e) Internal and external communication of an educational organisation.

Content and teaching methods

The course includes two axes : on one hand, a theoretical axis outlining the concepts of internal and external communication (social marketing) of the non-merchant and particularly educational organisations ; on the other hand, a practical axis where the students use the tools of intervention. The students will also be trained to give a diagnosis on the organisation and its environment and to build a pertinent design of communication. The course is illustrated with practical examples from the educational world, but also from the non-merchant and business field; it allows the students to understand the stakes of the field and to put the milestones of a strategy of communication at the level of an institution, considering as well its internal as its external actors.

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

It follows educational methods fitted for adults including the link between theory and practice, group work, formative assessment and steps of individual and group appropriation of the contents. Illustrations from the various fields of education and from adults formation : continuous education, specialized education, school field, etc.

Prerequisite : No. The course FOPA 2201 "Sociological analysis of the organisations" makes the integration easier.

Evaluation : A written report including a diagnosis and strategic advices for an actual and proposed case. Evaluation on the ability to use efficiently the concepts and tools studied.

Work in small groups with a tutor, allowing an interaction between the course and the practical application.

Other credits in programs

FOPA20	Licence à durée réduite en sciences de l'éducation	(5 credits)	
FOPA22MS	Deuxième année du Master en sciences de l'éducation, à finalité spécialisée	(5 credits)	
FOPA22MS/GE	Deuxième année du Master en sciences de l'éducation, à finalité spécialisée (gestion d'institutions socio-éducatives)	(5 credits)	Mandatory
FOPA23	Troisième licence en sciences de l'éducation	(4 credits)	