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| 5 crédits | 30.0 h | Q1 |
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| Enseignants | Frandsen Finn ;Johansen Winni ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Thèmes abordés | <p>First part Strategy: concepts, schools and trends. Business strategies: choice and balance of the organization, product policy, information system, coherence of objectives, relations with the economic environment. Internal analysis: resources, balance sheet, product portfolio. External analysis: the customer, the competitors (Value Chain Analysis), the market (Five Forces Model), the environment (PEST).</p> <p>Second part Essential notions in the field of strategic communication of organizations. The communication plan. The financial dimension of a communication plan (communication budget, in coordination with the course LCOMU2706 management of communication). Types and areas of strategic communication of organizations, focusing on different types of organization: large corporations and multinationals; SMEs (small and medium-sized enterprises); Non-profit sector and associations; The public sector.</p> |
| Acquis d'apprentissage | <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • to understand the basic notions of strategic thinking, particularly in the case of organizations and enterprises; • understand the process that leads from a strategic analysis to the definition of a specific strategy; 1 • know the different stages of development of a communication plan, and know how to put in place a communication project for an organization, following rational principles of project management and in connection with the overall strategy of the organization; • know the main types of strategic communication of organizations; • know the particularities of strategic communication in large and multinational companies, SMEs (small and medium-sized enterprises), the non-profit sector and the public sector. <p>----- <i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p> |
| Faculté ou entité en charge: | COMU |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
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| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [120] en communication | CORP2M | 5 | |  |
| Master [120] en communication multilingue | MULT2M | 5 | |  |
| Master [120] en information et communication | COMU2M | 5 | |  |
| Master [120] en traduction | TRAD2M | 5 | |  |
| Master [60] en information et communication | COMU2M1 | 5 | |  |
| Master [120] en communication | COMM2M | 5 | |  |