





5 crédits	30.0 h	Q1
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Enseignants	Agie De Selsaeten Sandrine ;Goedseels Emmanuel ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication leadership in the hierarchy of an organisation to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> · Organisation standards: corporate objectives, structure, budget, ' · Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities, ' · Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences · Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication, ' · Evaluation: KPI's and measurement
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 notions of strategic thinking in communication; · to understand the process that leads from a strategic analysis to the definition of a specific strategy; · to know the different stages of development of a communication plan in connection with the overall strategy of an organization (private, large or SME, public, non-profit,');¹ · to define communication objectives and communication strategies · to develop messages addressed to specific audiences and stakeholders; · to know, assess and use the main types of communication disciplines; <p>-----</p> <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>
Modes d'évaluation des acquis des étudiants	Written examination partly on content of the course and definitions, partly on case solving (to develop a strategy and to elaborate a communication action plan)
Méthodes d'enseignement	Lecture with case studies and exercises
Contenu	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication leadership in the hierarchy of an organisation to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> • Organisation standards: corporate objectives, structure, budget, ... • Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities, ... • Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences • Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication, ... • Evaluation: KPI's and measurement
Bibliographie	<p>Gregory, Anne (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice). Kogan Page</p> <p>Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.</p>

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