






5 crédits	30.0 h	Q1
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Enseignants	Daxhelet Jean-Yves ;Gishvarova Sabina ;Van Dievoet Lara ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	<p>The course is divided into three parts; The third includes exercises that put into practice the skills acquired in the first two parts.</p> <p>1) press relations.</p> <ul style="list-style-type: none"> Principles of relations of organizations with the press. Written, oral, digital press relations. Relations with bloggers. The press section on the company's website. The ethics of press relations. The evaluation of the effects of press relations (in coordination with the course LCOMU2350 Evaluation of the communication of organization). <p>2) community management.</p> <ul style="list-style-type: none"> Notions and principles; Definitions of the function. Strategic dimension of the community manager's activity. Animation and management of exchanges. Netiquette, ethical aspects. <p>3) Practical exercises.</p> <ul style="list-style-type: none"> Media training workshop. The students will be invited to take part in a situation, by practicing speaking in a situation that simulates the relationship with members of the press (in particular, interview). Exercise of community management. Students will be required to conduct a guided community animation experience.
Acquis d'apprentissage	<p>The course will allow students to:</p> <ol style="list-style-type: none"> Know the stakes of relations with the press and master the techniques, whether they are in the oral register (interviews, press conferences) or written (press releases). Measure the impact of digital communication on press relations. To know the stakes of the activity of community management. <p>The objective is that the student can be immediately operational at the end of his / her course.</p> <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>
Méthodes d'enseignement	Active pedagogy methods will be implemented and the students will be encouraged to build a critical reflection about media relations and community management while being involved in an activity based learning process. Students will refine their oral and written skills by writing press releases and by analyzing cases and presenting them.
Contenu	<p>This course focuses on the role and nature of the relationship that organizations develop with members of the media, journalists, bloggers and the public through media relations and community management. It will introduce the students to the interconnected roles of PR and journalism while developing an ethical reflection. What is at stakes ? What is the impact of an increasingly digital context on press relations ? What kind of strategies does it require ? How to measure the effects of press relations and community management ?</p> <p>The course is divided into two parts : media relations and community management.</p> <p>1) Media relations : Media landscape. Principles of relations of organizations with the press. Written, oral, digital press relations. Relations with bloggers. The press section on the company's website. The ethics of press relations. The evaluation of the effects of press relations (in coordination with the course LCOMU2350 Evaluation of the communication of organization).</p> <p>2) Community management : Social media landscape. Notions and principles; Definitions of the function. Strategic dimension of the community manager's activity. Animation and management of exchanges. Netiquette, ethical aspects.</p>
Faculté ou entité en charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en communication	CORP2M	5		
Master [120] en journalisme	EJL2M	5		
Master [60] en information et communication	COMU2M1	5		
Master [120] en communication	COMM2M	5		
Master [120] en communication multilingue	MULT2M	5		
Master [120] en information et communication	COMU2M	5		