




5 crédits	30.0 h	Q2
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Enseignants	De Rongé Yves ;Swaen Valérie ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	None
Thèmes abordés	This course provides an overview of trends and best practices in corporate communications relating to sustainability, with a particular focus on global sustainability reporting frameworks and responsible marketing communications. This implies understanding the marketplace, consumers, the nature of and purpose of products and services, as well as, reporting and communication strategies.
Acquis d'apprentissage	<ul style="list-style-type: none"> <li>• Understand the differences between a stand-alone report, a combined report and an integrated report,</li> <li>• Assess the quality of a stand-alone/combined/integrated report,</li> <li>• Reconcile multiple stakeholders' interests (and understand the importance of doing so), into a clear, persuasive, smart action and communication plan,</li> <li>• Recognize the risks associated to greenwashing, as well as the opportunities related to a strong communication strategy,</li> <li>• Adopt a critical perspective on managerial communication and reporting practices related to social issues.</li> </ul> <p>1</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>
Modes d'évaluation des acquis des étudiants	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p><b>Continuous assessment (65%)</b></p> <ul style="list-style-type: none"> <li>- Participation to the MOOC on CSR reporting and communication (on the edX)</li> <li>- On that basis, preparation of course sessions and conferences by practitioners</li> <li>- Teamwork by group - Written paper</li> </ul> <p><b>Individual final written exam during the first session (35%)</b></p> <p><b>Second session</b></p> <ul style="list-style-type: none"> <li>- If you failed in the continuous assessment, you have to give a written report (65%) (if you passed the continuous evaluation, we keep your mark)</li> <li>- If you failed at the written exam at the first session, you have to pass a written or oral exam (depending on the number of students concerned) at the second session (if you passed the exam at the first session successfully, we keep your mark) (35%)</li> </ul> <p><b>Depending on the covid 19 situation, the course, assignments and exam could be delivered on-site, on-line or via a mix of both means (comodal).</b></p>
Méthodes d'enseignement	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <ul style="list-style-type: none"> <li>• Student participation to the MOOC entitled "CSR reporting and communication";</li> <li>• Interactive class discussions of concepts and company cases;</li> <li>• Conferences by practitioners;</li> <li>• Teamwork.</li> </ul> <p><b>Depending on the covid 19 situation, the course, assignments and exam could be delivered on-site, on-line or via a mix of both means (comodal).</b></p>
Contenu	<p>This course is designed for those who hold/will hold positions in organizations with responsibilities for communicating the sustainability goals, challenges and achievements, as well as accurately and honestly communicating the environmental and social aspects of an organization's products and services.</p> <p>This course provides an overview of trends and best practices in corporate communications related to sustainability, with a particular focus on global sustainability reporting frameworks and responsible marketing communications.</p> <p>Attitudes and behaviors around sustainable consumption will be explored, as well as, when, if, and how sustainability aspects should be communicated to consumers. Aspects of the marketing mix, such as product features, pricing, distribution, and promotions that influence consumer demand for sustainable products and services will be analyzed</p>

Ressources en ligne	<ul style="list-style-type: none"><li>• Moodle of the course</li><li>• MOOC on "CSR reporting and communication" on edX</li></ul>
Bibliographie	See in Moodle
Faculté ou entité en charge:	CLSM

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] : ingénieur de gestion	INGM2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		
Master [120] : ingénieur de gestion	INGE2M	5		