UCLouvain	lcomu2310 *2024*	Organizations strategies and strategic communication

5.00 crédits	30.0 h	Q1

Enseignants	Agie De Selsaeten Sandrine ;Goedseels Emmanuel ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
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	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. While this course is held in English, the central focus is not on language teaching. It is given by non- native English professors who will put students into a business environment where mainly "international English" is spoken, with specific terms and jargon linked to the communication sector. This course will cover all elements of strategic communications, starting from the place of the communication management team in the hierarchy of an organisation all the way to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through: • 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	Gregory, Anne (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice). Kogan Page Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.
Autres infos	The course is given in "business English", it is not intended to teach English but to place students in a professional environment in which English is the working language, regardless of language background.
Faculté ou entité en charge:	COMU

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