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Teacher(s) :	Roginsky Sandrine ; Moisse Jacques ; Alsteens Olivier ; Moisse Jacques (compensates Roginsky Sandrine) ; Alsteens Olivier (compensates Roginsky Sandrine) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Aims :	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods :	: group work (continuous control) and individual final exam
Content :	-- Definition and history of public communication, -- Supra-national public communication: European Union, international organisms (UN, WTO, OCDE, ...), -- Public communication of the State and national institutions, -- Communication of territorial entities (regions, cities), -- Objectives, issues and constraints of public communication, -- Study case. Witness of a professional, -- Messages, forms and tools of public communication.
Bibliography :	bibliography, Webography, presentation of communication campaigns produced by public organisms.
Faculty or entity in charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Journalism	EJL2M	5	-	
Master [120] in Communication	CORP2M	5	-	
Master [120] in Information and Communication	COMU2M	5	-	
Master [120] in Communication	COMM2M	5	-	
Master [60] in Information and Communication	COMU2M1	5	-	
Master [120] in Public Administration	ADPU2M	5	-	