





5 credits

30.0 h

Q2

Teacher(s)	Alexandre Catherine ;
Language :	French
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>
Bibliography	Evaluez l'efficacité de vos actions de communication (DUNOD, 2012) Assaël Adary, Benoît Volatier Les tableaux de bord de la com (DUNOD, 2006) Thierry Libaert, André Marco
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [120] in Journalism	EJL2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Information and Communication	COMU2M	5		