








5 credits

30.0 h

Q1

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| Teacher(s) | Catellani Andrea ;Werbrouck Katja (compensates Catellani Andrea) ; |
| Language : | English |
| Place of the course | Louvain-la-Neuve |
| Main themes | This course shows the main issues of internal communication, using a series of analytical categories provided by the communication and information sciences. It presents the relations between internal communication, culture and identity of organizations. It also presents the relationship between internal communication and human resource management (HRM), and the contribution of internal communication to change management. |
| Aims | <p>At the end of this course, the student will be able to master in a reflexive and critical way a series of elements that relate to the internal communication of the organizations:</p> <ul style="list-style-type: none"> - distinguishing phenomena and practices of internal communication; - identify the main tools and techniques of internal communication and understand their logic; 1 - distinguish the different methods of analysis of internal communication; - develop a communication strategy for change; - understand the relationship between internal communication and human resources management (HRM); - grasp certain normative aspects and the ethical dimension related to internal communication, in a context of multiculturalism. <p>-----</p> <p><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></p> |
| Evaluation methods | <p>Individual written exam (open questions) on the complete content of the course: 12 points. Mandatory working group on a specific theme with oral presentation during a plenary session and written report: 8 points.</p> <p>Second session: individual written exam (open questions) on the complete content of the course (12 points). The initial rating of the working group will be maintained if it is at least 4/8; otherwise, the student must present a complementary work to be fixed with the teacher (8/20).</p> |
| Teaching methods | All courses are supported by written material. At least 50% of the course is interactive and learned through exercises. When relevant, internal communication professionals are invited to illustrate cases. Different communication formats are used. |
| Content | <ul style="list-style-type: none"> • Role, history, trends of Internal Communication • Internal Communication Types, Contents & Channels • Internal Communication target populations • Employee experience and engagement • Change Management & Change Communication • Internal communication Measurements, Organization & Planning • Ethics & normative aspects |
| 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 Multilingual Communication | MULT2M | 5 | |  |
| Master [120] in Human Resources Management | GRH2M | 5 | |  |
| Master [120] in Information and Communication | COMU2M | 5 | |  |