

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	22.5 h	Q1
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Teacher(s)	Catellani Andrea ;David Marc (compensates Lambotte François) ;Lambotte François ;
Language :	French
Place of the course	Mons
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	Due to the COVID-19 crisis, the information in this section is particularly likely to change. 14 points out of 20: written team report. 4 points out of 20: oral presentation in a team. 2 points out of 20: organization of the event, evaluated via a written team activity report. Second session: individual written work.
Teaching methods	Due to the COVID-19 crisis, the information in this section is particularly likely to change. Supervised group work, meetings with the teachers.
Content	The challenges of strategic communication in its international dimension, understood through a concrete experience of organizing a reflection event on a current topic. Students contribute to the organization and presentation of the content.
Faculty or entity in charge	COMU