





Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits

30.0 h

Q2

Teacher(s)	Depotte Jean-Luc ;Jenart Delphine ;
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>
Bibliography	COLBERT F. (2014), Marketing des Arts et de la Culture, Montréal, Chenelière Education, [4e éd.] RUBY Chr. (2017), Devenir spectateur, Toulouse, éd. de l'Attribut CARDON D.(2015), À quoi rêvent les algorithmes, nos vies à l'heure des big data, Paris, Seuil
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	COMM2M	5		
Master [60] in Information and Communication	COMM2M1	5		
Master [120] in Communication (shift schedule)	COHM2M	5		
Advanced Master in Visual Cultures	VISU2MC	5		
Master [120] in History of Art and Archaeology: Musicology	MUSI2M	5		