



5 credits

22.5 h

Q1

Teacher(s)	Catellani Andrea ;Delville Katia (compensates Catellani Andrea) ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
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	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Written group work to be submitted via Moodle and oral presentation in the presence of the client. Instructions for the work will be given via Moodle at a later date.</p> <p>Second session: the students concerned will have to present a piece of work to be fixed with the teacher.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Introductory lecture, meeting with PR professionals and practical application through a case study. This accompanied group work will be based on a real case presented by the client.</p>
Content	This course will provide an introduction to public relations as a field of professional activity. The content presented will always be linked to the introduction to the professional practice of public relations, and in particular to strategic thinking and the central and transversal role of public relations within an organisation.
Bibliography	<ul style="list-style-type: none"> • Catellani Andrea, Sauvajol Caroline, Les relations publiques, Paris, Dunod, 2015 <p>Autres sources utiles :</p> <p><i>Communication. L'ouvrage de toutes les communications</i>, Thierry Libaert (ed.), Vuibert, 2018.</p> <p>Exploring public relations and management communication, Ralph Tench, Stephen Waddington (eds.), Pearson, 2021.</p> <p><i>Les relations "publics"</i> - 2e édition, Stéphane Billiet, Dunod, 2017, ISBN : 9782100769384</p>
Other infos	Unless new health measures are introduced, the course sessions are planned for physical attendance. Accompanying meetings between the teacher and small groups of students are planned (location to be specified in Moodle).
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	5	LCOMU1237	
Minor in Information and Communication	MINCOMU	5		
Master [120] in Multilingual Communication	MULT2M	5		