

4 credits

7.5 h + 10.0 h

Q1 and Q2

Teacher(s)	Catellani Andrea ;
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>
Evaluation methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Continuous assessment. The final grade is derived from the activities carried out during the two terms.</p> <p>First term (more details will be given at the beginning of the seminar):</p> <ul style="list-style-type: none"> <li>- Written evaluation on the content of lectures on various sectors of communication (4/20).</li> <li>- Written evaluation on the methodological approach to interviews to be conducted in a professional communication environment (8/20).</li> <li>- Written report on the chosen associative field (8/20).</li> </ul> <p>Second term (more precise information will be given later):</p> <ul style="list-style-type: none"> <li>- Written evaluation on the content of lectures on various communication sectors (4/20).</li> <li>- Written report on the analysis of interviews conducted in a professional communication environment (8/20).</li> <li>- Written report on the comparative analysis of the chosen associative field (8/20).</li> </ul> <p>These different evaluation activities may be adapted and modified according to the evolution of health conditions.</p> <p>Second session: Students who have an overall deficiency rating will be required to re-sit the parts of the seminar for which they have a deficiency rating. Detailed instructions for the second session will be published on Moodle.</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Introductory and introductory sessions; work supervision and coaching sessions in person or remotely via the platforms.</p>
Content	The seminar aims to familiarise students with the world of public relations and strategic communication in organisations: its dimensions, actors and practices. It also aims to develop students' attention to the profession and society, an essential aspect of their training in the professions of organisational communication and public relations.
Bibliography	
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	4		