




5.00 credits

22.5 h

Q1

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| Teacher(s) | Delville Katia ; |
| 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> |
| Learning outcomes | |
| Evaluation methods | 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. Second session: the students concerned will have to present a piece of work to be fixed with the teacher. |
| Teaching methods | 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. |
| 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, 2022 Autres sources utiles : <i>Communication. L'ouvrage de toutes les communications</i> , Thierry Libaert (ed.), Vuibert, 2018. <i>Exploring public relations and management communication</i> , Ralph Tench, Stephen Waddington (eds.), Pearson, 2021. <i>Les relations "publics"</i> - 2e édition, Stéphane Billiet, Dunod, 2017, ISBN : 9782100769384 |
| 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 | Learning outcomes |
| Master [120] in Multilingual Communication | MULT2M | 5 | |  |
| Minor in Information and Communication | MINCOMU | 5 | |  |
| Bachelor in Information and Communication | COMU1BA | 5 | LCOMU1237 |  |