


4.00 credits

7.5 h + 10.0 h

Q1 and Q2

| | |
|-----------------------------|--|
| Teacher(s) | Catellani Andrea ; |
| Language : | French |
| Place of the course | Louvain-la-Neuve |
| Learning outcomes | |
| Evaluation methods | <p>Continuous assessment. The final grade is derived from the activities carried out during the two quarters.</p> <p>First term :</p> <ul style="list-style-type: none"> - Written evaluation of questions written by students in advance of lectures focusing on various areas of communication (4/20). - Ongoing assessment: active attendance at 6 coaching sessions (4/20) - Written report on a chosen communication profession: (12/20). <p>Second term :</p> <ul style="list-style-type: none"> - Written evaluation of questions written by students in advance of conferences focusing on various communication sectors (4/20). - Forum of communication professions: 16/20: oral presentation (pitch 4/20); visual communication (poster 4/20); edutainment development (interactive activity 4/20); ongoing assessment (individual 4/20). <p>The use of AI as part of the seminar is authorized on condition that the tool and method are indicated, in accordance with the rules set out in the faculty note on this subject and available on the faculty intranet site in the student information section (https://cdn.uclouvain.be/groups/cms-editors-espo/documents-tout-public/Note%20IA%20%C3%A9tudiants.pdf).</p> |
| Teaching methods | Introductory and introductory sessions; work supervision and coaching sessions in person or remotely via the platforms. |
| 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 |

| Programmes containing this learning unit (UE) | | | | |
|---|---------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Bachelor in Information and Communication | COMU1BA | 4 | |  |