





3.00 credits

22.5 h

Q2

Teacher(s)	Marchant Bernard ;Standaert Olivier ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>Continuous assessment, via two group assignments to be submitted during the term, worth 50% of the grade, and presented orally.</p> <p>This final mark will be adjusted by + or - 3 points according to attendance and participation in the course. Students' attendance will be counted systematically at the beginning of each session.</p> <p>In the second session: failed assignments will be retaken according to the same procedures.</p>
Teaching methods	<p>Classroom sessions (unless otherwise indicated)</p> <p><b>Attendance and participation in the sessions will count towards the final grade.</b></p>
Inline resources	<p>The session powerpoints are available on Moodle. They form the summaries of the course, on which the note-taking should be grafted. These resources also form the basis for group work, which takes the form of case studies and/or market analyses.</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	3		
Master [60] in Information and Communication	COMU2M1	4		
Master [120] in Communication	COMM2M	3		
Master [120] in Journalism	EJL2M	3		