

5.00 credits

22.5 h

Q2

Teacher(s)	Bonnieux Lucile (compensates Catellani Andrea) ;Catellani Andrea ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>2 points: active course attendance (precise details will be given at the beginning of the course). 8 points : Group work. Participation in group work is compulsory. 10 points: individual written exam in session.</p> <p>Second session: individual written exam in session. The 2 points for active course attendance cannot be recovered, and are retained for the second session if obtained. Students who are scheduled for the second session and have an insufficient group work score will be given additional questions on the in-session individual written exam.</p> <p>The use of artificial intelligence in the assessment tests for this course is governed by the rules set out in the relevant faculty memorandum, which is available on the faculty intranet site in the information for students section (see https://cdn.uclouvain.be/groups/cms-editors-espo/documents-tout-public/Note%201A%20%C3%A9tudiants.pdf).</p>
Teaching methods	Lecture (magistral) with analysis of case studies in session. Group work.
Content	<p>Starting from a conceptual framework that questions notions of ethics, morality, deontology, etc., the course will focus on an ethical approach to organizational communication.</p> <p>The main issues addressed will be: the social responsibility of companies and communication professionals (market, public and non-market sectors); the values explicitly and implicitly disseminated; the validity of possible responses to the new ethical expectations of civil society; how to identify a dilemma and make an ethical choice; the role played by the professional deontological framework; the ethical challenges posed by digital communication. Specific ethical issues and aspects will also be covered, including those relating to public relations, advertising and the advertising ethics board.</p>
Inline resources	PowerPoint documents are available online, with the necessary documents or links if necessary.
Bibliography	<p>Supports facultatifs:</p> <p><i>Communication & Professionnalisation</i>, n°5 : <i>Professionnalisation et éthique de la communication (1) : des principes à la formation</i>, UCL, 2017.</p> <p><i>Communication & Professionnalisation</i>, n°6 : <i>Professionnalisation et éthique de la communication (2) : approches sectorielles</i>, UCL, 2017.</p> <p>A. Catellani, C. Sauvajol-Rialland & F. Allard-huver, 2022, <i>Les relations publiques</i>, Paris, Dunod, chapitre 6.</p> <p>P. Cochinaux, <i>L'éthique, fidélité</i>, coll. Que penser de... ?, 2008.</p> <p>M. Canto-Sperber et R. Ogien, <i>La philosophie morale</i>, Que sais-je ?, 2017 (4ème édition).</p> <p>C. Renouard, 2015, <i>Éthique et entreprise</i>, Ivry-sur-Seine, Éditions de l'atelier.</p> <p>S. Mercier, 2014, <i>L'éthique dans les entreprises</i>, Paris, La Découverte.</p> <p>C. Ansperger, P. van Parijs, 2003, <i>Éthique économique et sociale</i>, Paris, La Découverte.</p> <p>C. E. Johnson, 2012, <i>Organizational Ethics</i>, Londres, Sage.</p> <p>R. Tench, L. Yeomans (eds.), 2017, <i>Exploring Public Relations</i>, chapitre 12.</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	CORP2M	5		