



10.00 credits

30.0 h

Q2

Teacher(s)	Bouckaert Thierry ;
Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	Libaert, T. (2008). <i>Le Plan de communication! : Définir et organiser votre stratégie de communication</i> (3e éd.). Dunod. Starbuck, W. H. (2006). <i>Organizational Realities: Studies of Strategizing and Organizing</i> . OUP Oxford. Adary / Mas (2018). <i>Communicator. Toute la Communication a# l'ère digitale</i> (8ème éd.). Dunod.
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Certificat d'université en communication interne	COIN9CE	10		
Master [120] in Communication (shift schedule)	COHM2M	10		
Master [120] of strategic communication (shift schedule - with work-linked-training)	COAM2M	5		