bcomu2109

2025

Interdisciplinary technical workshop in interactive and collaborative communication

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

8.00 credits	45.0 h	Q1 and Q2

Language :	French
Place of the course	Bruxelles Saint-Louis
Prerequisites	*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.*
Learning outcomes	**At the end of this learning unit, the student is able to :** **Competency 1 - Develop communication strategies which integrate the various aspects of digital culture.** *Learning outcome:* 1. Critically analyse the communication of an organisation, taking into account its sector of activity and its social, cultural, technological, economic, political and legal context. 2. Define the objectives and establish a communication strategy in line with the organisation's strategy by including the qualities of interaction, participation and collaboration of the digital culture in an optimal manner. 3. Design, implement, and distribute innovative, sustainable and inclusive communication projects within the organisation's digital ecosystem. 4. Ensure that the legal, ethical and deontological nature of the organisation's communication practices is respected; consider its human, economic and technical resources and constraints while establishing any communication strategy. 5. Mobilise the most appropriate communication project evaluation processes; interpret evaluation data – including user feedback – with good judgment; take appropriate corrective action and pass it on. 6. Design and implement strategic monitoring systems; mobilise the monitoring results to manage change and guide innovation in the organisation's communication tools, practices and strategies. **Competency 2 - Know and orchestrate the technical, creative and marketing aspects of digital projects in organisational communication.** *Learning outcome:* 1. Know the main principles of the architecture, operation and security of computer networks and social network technologies of an organisation, as well as the main computer technologies. 2. Know the tools, methods and aesthetic principles of the scripting, writing, editing and gamification of digital content. 3. Know the characteristics, opportunities and constraints of the different digital channels; integrate them in a logical way in a communication plan. 4. Know the techniques and methods for optimising the referencing, reputation and running of online communities. 5. Master the main techniques and methods of data collection, storage, processing and visualisation. 6. Combine 'online' and 'offline' communication modes in any communication strategy in an optimal manner. **Competency 3 - Develop a digital culture for the organisation which mobilises management, teams and partners in communication strategies and projects.** *Learning outcome:* 1. Advise the organisation's decision-making bodies on the challenges and issues at the crossroads of communication and digital innovations (communication objectives and strategies, communication as a managerial lever, the organisation's digital transformation, etc.) 2. Justify, defend and promote communication projects, particularly with decision-making bodies, from their creation to final reporting (including user feedback). 3. Organise cooperation, collaboration and participation regarding communication projects, within the framework of a hybrid and evolving work organisation; encourage the sharing of information, experiences and innovations regarding communication projects. 4. Implement a project and team management method based on digital collaboration techniques, rapid adaptation to endogenous and exogenous changes, and awareness of sustainability and inclusiveness issues. 5. Initiate and support the creation of partnerships by integrating diverse cultural rationales, including at an international level.

6. Identify new professional needs in communication created by the evolution of society and digital technologies; initiate new practices or new professions to meet these new needs.

Competency 4 - Mobilise and produce knowledge in communication strategy and digital culture in a substantiated and methodical manner, as part of a critical reflection or research project.

Learning outcome:

1. Possess thorough knowledge of the main theoretical and methodological approaches to research on communication and digital culture.

2. Based on multidisciplinary knowledge, develop a critical and substantiated reflection on digital technologies and their human and societal issues.

3. Conduct an original research project, using a variety of well-chosen theoretical, methodological and technological resources.

4. Report on research and its results in a clear, coherent and structured manner, both in writing and orally, in accordance with the requirements of academic communication.

5. Based on research findings, make recommendations for the organisation's communication strategy and/ or design new communication tools or practices.

6. Update one's knowledge and practices by implementing methods and techniques to monitor communication and digital trends and innovations.

Evaluation methods	**Weighting** • 1/3 individual assessment mark: teachers will mark each student out of 20; the assessment criteria used to justify the rating are participation in discussions, projects, the ability to set an example, convince, organize, get involved, motivate, unite • 1/3 evaluation score for individual projects: teachers will mark each individual project presentation out of 20; the assessment criteria used to justify the score are originality, clarity of communication (oral & written), the ability to capture attention, convince, generate debate by building a reflection on the subject, sharing an experience • 1/3 evaluation score for collective projects: teachers will rate each presentation of a collective project out of 20; all the students of the same collective project will have the same grade; the assessment criteria used to justify the mark are originality, clarity of communication (oral & written), the ability to capture attention, convince, arouse debate by building a reflection on the subject, sharing an experience , give the floor to one or more experts, the relevance of the communication strategy **Success criteria** An effective presence at least 50% of the hours is required, failing which the student will be blocked (0/20) for the workshop in digital culture. Between 50 and 80% of the effective attendance rate, the final grade will be proportional to the effective attendance rate (example: a student obtained an evaluation grade of 16/20 and has an effective attendance rate of 70%, his / her grade final will be 16 * 70% or 11.2 / 20). Above 80% effective attendance rate, the evaluation score becomes the final score. Absences justified for medical reasons (attesting medical certificate) or professional reasons (attesting employer certificate) are not included in this calculation. The student must send valid proof to the teachers no later than the day following the end of the impediment. A student has passed when the final mark is greater than or equal to 10/20, even if one or more of the assessments fails (mark less than 10/20). All work is original. Students are expected to comply scrupulously with the rules and good practice of citation, referencing and non-plagiarism. The use of generative AI is accepted as long as it is occasional and limited, unless otherwise stipulated by the teacher and/or assistant. In all cases, the use of AI must be explicitly stated. Any part of the work or presentation that relies in any way on generative AI must be clearly identified (e.g. by a footnote) specifying which generative AI tool was used and how it was used in the part concerned. Very great care must be taken when 'reusing' personal or group work produced as part of any EU course. Exceptionally, such an approach may be envisaged provided that the student (1) requests permission from the teacher and/or assistant, (2) justifies this 're-use' in the context of the work, which, as a whole, must obviously constitute an original contribution in relation to the first work, and (3) scrupulously applies the rules of citation and referencing to any use of this work. Failure to comply with these rules may be considered an irregularity (self-plagiarism). Any failure to apply the above rules may lead to academic and/or disciplinary action for plagiarism and/or irregularity, in accordance with the General Study and Examination Regulations. Translated with DeepL.com (free version) In the event of failure in the first session, the student who wishes to validate this UE must improve his / her individual work and / or the work of his / her group, depending on the failures in one or more assessments. In the event of failure in the second session, when the average of the evaluation scores is strictly less than 10/20, even in the event of success in one of the evaluations (score greater than or equal to 10/20), the student who wishes to validate this UE during the following academic year will have to submit again to his / her entire evaluation, the terms of which are likely to change from one year to another.

Teaching methods	The workshop starts from the questions and concerns brought by the students, stimulated and supervised by the professors.
	The answers will be experienced and shared by the students.
	Professors and students can also bring in experts.
	Depending on a pre-established budget (to be defined), students will have the opportunity to test certain tools and / or take certain outings.
Content	The workshop enables students to experiment with actions and digital communication devices. The workshop starts with questions and concerns raised by the students and for which they would like to experiment with certain "answers" in collaboration with the other students.
	The workshop is part of the spirit of action research: immersion, followed by a critical analysis of the experiments carried out to lead to the co-construction of actions. It allows students to exercise their creativity on different platforms, collaborative tools and social media, possibly using new technologies (such as connected objects, to name just one example).
	The workshop encourages innovation. It stimulates the interdisciplinary research inherent in socio-digital communication which combines at least social sciences, computer science and the arts of expression. The workshop puts students in a situation of developing new representations.
	To carry out their experiments and solve the problems encountered in an innovative way, the students will seek the relevant information and tools and will call upon their peers. They may also bring in experts.
	Course plan
	The first workshop sessions will be devoted to introducing its professors and goals.
	The following ones will be devoted to the presentation of the individual projects, as well as to choosing and setting-up collaborative projects.
	The last ones will be devoted to the presentation of the collaborative projects carried out.
	Individual projects are intended to encourage each student to explore a trend in digital communication, then to share knowledge with other students, e.g. in the form of a presentation.
	Collaborative projects are intended to encourage students to collaborate together on a subject of digital communication, and to publicly display the results of their work by supporting it with a communication plan, e.g. in the form of a conference.
	Students will also be regularly invited to share, alone or in groups, their own actions in terms of Personal Branding, as well as their knowledge / monitoring of various digital tools and news (website publication, project management, etc.).
Bibliography	Lectures recommandées/Recommended readings :
	Ries, E. (2011). The Lean Startup. Retrieved from http://theleanstartup.com
	Ferriss, T. (2007). The 4-Hour Workweek. Retrieved from https://fourhourworkweek.com
	Gothelf, J. (2013). Lean UX. Retrieved from https://www.jeffgothelf.com/lean-ux-book
	Personal branding. https://edgecommunication.be/personal-branding/
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication Strategy and Digital Culture (shift schedule)	COMB2M	8	BCOMU2107	🔍