UCLouvain

lcomu2813

2025

Web monitoring and reputation management

5.00 credits	30.0 h	Q2

Teacher(s)	Groetaers Lionel ;Renard Damien ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	We live in an information age, characterised by phenomena such as Big Data and the conversational power of the consumer. This course aims to help students understand these issues, analyse the reputational risks and opportunities associated with unstructured conversations on social networks, manage these content flows and influence key performance indicators linked to communication and business by listening and participating. The course develops on both sides of the analysis and the implementation of actions. Many facets of digital communication will be covered: measuring digital communication, competitive intelligence and reputation monitoring, social CRM, the impact of digital media on corporate communication and traditional media, web ergonomics, natural referencing and sponsored links, e-mailing and newsletters, social media and community management (in coordination with the LCOMU2708Media Relations& Community management course), collaborative intranet & internal social media, content management. Each year, a subject will be chosen for in-depth study in the course. Given the cross-disciplinary nature of digital communication, the teacher(s) will ensure coordination with the other courses in the programme.
Learning outcomes	**At the end of this learning unit, the student is able to :** At the end of this learning unit, the student is able to: 1. have assimilated the theoretical and practical concepts and key trends in order to support brands, organisations and their managers in developing strategies or formulating responses adapted to the specificities of digital communication: How do you develop genuine strategic intelligence (informational and reputational) online? What are the most appropriate digital communication tools for each communication situation (marketing, press relations, recruitment, stakeholder dialogue, financial, internal or crisis communication)? How should they be used? How can digital communication initiatives be evaluated? The Internet can be used to develop a dashboard with performance indicators for each of the tools used.
Evaluation methods	**First session** : group work, individual written exam in session. Both parts are compulsory. **Second session** : individual written examination in session.
Teaching methods	Lecture sessions; applications to real cases; individual reading and study; group work. Green code: mainly face-to-face activities and sessions. Yellow and orange codes: mainly distance learning activities; some sessions may be face-to-face if the number of students allows.
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		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Sociology	SOC2M	5		