

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

4.00 credits	7.5 h + 10.0 h	Q1 and Q2
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Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>Continuous assessment and in-session examination. The final grade is derived from the activities carried out during the two quarters.</p> <p>First term (further details to be announced at the beginning of the seminar):</p> <ul style="list-style-type: none"> - Individual assessment on questions passed on to external professionals who will speak at conferences dedicated to various communication sectors (4/20). - Collective written report on the chosen professional field (8/20). - Individual written examination in auditorium: reflective note on the activities of the quadrimester (8/20). <p>Second term (more detailed information to follow):</p> <ul style="list-style-type: none"> - Oral presentation with written presentation support on the professional fields studied during Q1 (detailed instructions will be communicated at the start of Q2): 20/20 <p>Second session: students with an overall failing grade will be required to submit work relating to those parts of the seminar (Q1 and/or Q2) for which they have a failing grade. Detailed instructions for the second session will be published on Moodle.</p>
Teaching methods	Introductory and introductory sessions; work supervision and coaching sessions in person or remotely via the platforms.
Content	The seminar aims to familiarize students with the professions of strategic organizational communication, an essential aspect of their training in the field of organizational communication and public relations.
Bibliography	
Faculty or entity in charge	ESPO