



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

5.00 credits	30.0 h	Q1
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Language :	French > English-friendly
Place of the course	Louvain-la-Neuve
Main themes	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication leadership in the hierarchy of an organisation to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> <li>• Organisation standards: corporate objectives, structure, budget...</li> <li>• Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities,...</li> <li>• Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences ;</li> <li>• Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication,...</li> <li>• Evaluation: KPI's and measurement</li> </ul>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ol style="list-style-type: none"> <li>1. Understand the notions of strategic thinking in communication ;</li> <li>2. Understand the process that leads from a strategic analysis to the definition of a specific strategy ;</li> <li>3. Know the different stages of development of a communication plan in connection with the overall strategy of an organization (private, large or SME, public, non-profit,...) ;</li> <li>4. Define communication objectives and communication strategies ;</li> <li>5. Develop messages addressed to specific audiences and stakeholders ;</li> <li>6. Know, assess and use the main types of communication disciplines.</li> </ol>
Evaluation methods	Students are assessed through a written examination, which is partly based on the course content and definitions, and partly on case solving (developing a strategy and designing a communication action plan).
Teaching methods	Lecture with case studies and exercises, student interaction is strongly encouraged
Content	<p>Communication can only be strategic. Any action should be integrated in a full communication plan that has been designed to reach defined communication objectives with a thought-out strategy.</p> <p>While this course is held in English, the central focus is not on language teaching. It is given by non- native English professors who will put students into a business environment where mainly "international English" is spoken, with specific terms and jargon linked to the communication sector.</p> <p>This course will cover all elements of strategic communications, starting from the place of the communication management team in the hierarchy of an organisation all the way to the measurement of communication actions. This course aims at teaching how to build a strategic communication plan through:</p> <ul style="list-style-type: none"> <li>• Organisation standards: corporate objectives, structure, budget, ...</li> <li>• Situation analysis: audits, mapping, intelligence gathering, opportunities, vulnerabilities, ...</li> <li>• Communication basics and prerequisites: mission, vision, objectives, strategy, messaging, stakeholders and audiences</li> <li>• Communication disciplines: corporate communication, brand communication, social-media relations, crisis and issue management, public affairs, financial communication, internal communication, ...</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluation: KPI's and measurement</li> </ul>
Inline resources	The presentations used during the lectures will be uploaded to Moodle just before each session, allowing students to annotate them during the class.
Bibliography	<p>Gregory, Anne (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice). Kogan Page</p> <p>Starbuck, W. H. (2006). Organizational Realities: Studies of Strategizing and Organizing. OUP Oxford.</p>
Other infos	<p><b>Course Language</b></p> <p>The course is delivered in business English. It is not intended to teach the language, but rather to immerse students in a professional environment where English is the working language, regardless of their initial language proficiency.</p> <p><b>Methodology and Attendance</b></p> <p>Active attendance is essential to succeed in the exam. The online presentations alone are not sufficient to grasp all the explanations and nuances provided during the lectures. The same applies to the group exercise conducted during the semester, which involves developing a communication plan in preparation for the written exam.</p> <p><b>Use of Artificial Intelligence and Connected Devices</b></p> <p>The use of artificial intelligence is not necessary during the course but may serve as a source of reflection for the group exercise. However, it is strictly prohibited during the exam.</p> <p>Additionally, since part of the exam is open-book (case study), only paper notes are allowed for consultation. Access to any electronic device (computer, tablet, smartphone, or any other connected object) is strictly forbidden.</p>
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [120] in Journalism	EJL2M	5		