


5.00 credits

30.0 h

Q2

Teacher(s)	Renard Damien ;
Language :	French > English-friendly
Place of the course	Louvain-la-Neuve
Learning outcomes	
Teaching methods	The course combines lectures, academic and professional readings, case studies, and critical analysis exercises focusing on digital platforms, communication tools, and content strategies. Students also participate in DecodageCom, a collaborative webzine dedicated to making communication accessible to a broader audience. Organized into teams of four to five people, they contribute to the design, production, publication, and distribution of content on the platform's website and social media channels, following an editorial calendar established at the beginning of the semester.
Content	The course is organized into six thematic modules: Module 1: Marketing, Content, and Digital Presence Module 2: Content Strategy and Visibility Module 3: Social Media Platforms and Communication Strategies Module 4: Influence, Virality, and the Creator Economy Module 5: Engagement, Experience, and Technologies Module 6: Critical Issues in Platformization
Faculty or entity in charge	COMU

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