

At Mons - 60 credits - 1 year - Day schedule - In frenchDissertation/Graduation Project : **YES** - Internship :Activities in English: **optional** - Activities in other languages : **NO**Activities on other sites : **NO**Main study domain : **Information et communication**Organized by: **Faculté des sciences économiques, sociales, politiques et de communication (ESPO)**Programme acronym: **comm2m1** - Francophone Certification Framework: 7**Table of contents**

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COMM2M1 - Introduction

Introduction

COMM2M1 - Teaching profile

Learning outcomes

On successful completion of this programme, each student is able to :

CG1.

CG2.

CG3.

CG4.

CG5.

Programme structure

[> Tronc commun](#) [en-prog-2019-comm2m1-mcomm201t.html]

Options courses

- [> Option Communication Web](#) [en-prog-2019-comm2m1-mcomm100o.html]
- [> Stratégies de communication](#) [en-prog-2019-comm2m1-mcomm506o.html]
- [> Nouveaux médias](#) [en-prog-2019-comm2m1-mcomm507o.html]
- [> Communication culturelle](#) [en-prog-2019-comm2m1-mcomm508o.html]
- [> Communication culturelle: compléments](#) [en-prog-2019-comm2m1-mcomm509o.html]

COMM2M1 Detailed programme

Programme by subject

CORE COURSES

○ Mandatory

△ Courses not taught during 2019-2020

⊕ Periodic courses taught during 2019-2020

⊗ Optional

⊖ Periodic courses not taught during 2019-2020

■ Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

⊗ Pour les étudiants non-titulaires d'un master

○ MCOMU2106	Ethique de la communication	Eric Cobut Laurent Lievens (compensates Philippe Scieur) Philippe Scieur	30h	5 Credits	1q
○ MCOMU2202	Marketing Communications	Karine Charry	30h	5 Credits	1q
○ MCOMU2701	Développement et gestion de projet Web créatif	Suzanne Kieffer Rémi Tylski	30h	5 Credits	1q
○ MCOMU2901	Mémoire M60 (bachelier)			23 Credits	
○ MCOMU2910	Séminaire d'accompagnement au mémoire: concepts et méthodes	Sandrine Roginsky Marie Vanoost (compensates Sandrine Roginsky)	15h	2 Credits	1q
○ MSHUM2201	Compétences relationnelles	Laurent Lievens	15h+30h	5 Credits	1q

⊗ Pour les étudiants titulaires d'un master

○ Activités obligatoires

○ MCOMU2701	Développement et gestion de projet Web créatif	Suzanne Kieffer Rémi Tylski	30h	5 Credits	1q
○ MCOMU2903	Mémoire M60 (master)			15 Credits	

○ Activités au choix

Deux cours parmi:

⊗ MCOMU2106	Ethique de la communication	Eric Cobut Laurent Lievens (compensates Philippe Scieur) Philippe Scieur	30h	5 Credits	1q
⊗ MCOMU2202	Marketing Communications	Karine Charry	30h	5 Credits	1q
⊗ MSHUM2201	Compétences relationnelles	Laurent Lievens	15h+30h	5 Credits	1q

OPTIONS

Les étudiants non-titulaires d'un master choisiront une option de 15 crédits parmi les 3 qui lui sont accessibles : les options "de base" "Stratégie de communication", "Communication culturelle" et "Communication web". Les étudiants déjà titulaires d'un master choisiront deux options (une option "de base" et une option de type "compléments") dans le panel d'options qui leur est proposé.

- > [Option Communication Web](#) [en-prog-2019-comm2m1-mcomm100o]
- > [Stratégies de communication](#) [en-prog-2019-comm2m1-mcomm506o]
- > [Nouveaux médias](#) [en-prog-2019-comm2m1-mcomm507o]
- > [Communication culturelle](#) [en-prog-2019-comm2m1-mcomm508o]
- > [Communication culturelle: compléments](#) [en-prog-2019-comm2m1-mcomm509o]

OPTION COMMUNICATION WEB [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Contenu:

● MLSMM2152	Nouvelles technologies et pratiques émergentes	Bart Jourquin	30h	5 Credits	1q
● MCOMU2210	Production éditoriale et production médiatique sur le web	Thibault Dujardin-Bazier Marie Vancutsem	22.5h	5 Credits	1q
● MCOMU2211	Media Literacy	Julie Matagne Julie Matagne (compensates) Sandrine Roginsky Sandrine Roginsky	22.5h	5 Credits	1q

STRATÉGIES DE COMMUNICATION [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Contenu:

● MCOMU2104	Audit de communication	François Lambotte	15h	5 Credits	2q
● MCOMU2112	Communication Corporate	Damien Renard	30h	5 Credits	2q
● MCOMU2110	Communication publique et politique	Emily Hoyos Sandrine Roginsky	30h	5 Credits	2q

NOUVEAUX MÉDIAS [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Contenu:

● MCOMU2208	Media planning	Jean-Michel Depasse	30h	5 Credits	1q
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○ MCOMU2209	Internet et société	Sandrine Roginsky	30h	5 Credits	1q
○ MCOMU2113	Sémiotique du web	Andrea Catellani	30h	5 Credits	1q

COMMUNICATION CULTURELLE [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o Contenu:

○ MCOMU2702	Communication et production événementielle	Chloé Colpé	30h	5 Credits	2q
○ MCOMU2114	Communication des organisations culturelles	Fabienne Guillaume Charlotte Jacquet (compensates Sarah Sepulchre) Sarah Sepulchre	30h	5 Credits	2q
○ MCOMU2703	Etudes culturelles	Sébastien Fevry	30h	5 Credits	1q

COMMUNICATION CULTURELLE: COMPLÉMENTS [15.0]

- Mandatory
- △ Courses not taught during 2019-2020
- ⊕ Periodic courses taught during 2019-2020
- ⊗ Optional
- ⊖ Periodic courses not taught during 2019-2020
- Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o Contenu:

○ MCOMU2108	Politiques et publics de la culture	Damien Vanneste	30h	5 Credits	1q
○ MCOMU2109	Pratiques de communication culturelle	Jean-Luc Depotte Delphine Jenart	30h	5 Credits	2q
○ MCOMU2111	Villes et culture : analyse sociologique	Philippe Scieur Damien Vanneste	30h	5 Credits	1q

The programme's courses and learning outcomes

For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies the competences expected of every graduate on completion of the programme. You can see the contribution of each teaching unit to the programme's reference framework of learning outcomes in the document *"In which teaching units are the competences and learning outcomes in the programme's reference framework developed and mastered by the student?"*

The document is available by clicking [this link](#) after being authenticated with your UCLouvain account.

COMM2M1 - Information

Admission

General and specific admission requirements for this program must be satisfied at the time of enrolling at the university.

In the event of the divergence between the different linguistic versions of the present conditions, the French version shall prevail.

SUMMARY

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- > [Non university Bachelors](#)
- > [Holders of a 2nd cycle University degree](#)
- > [Holders of a non-University 2nd cycle degree](#)
- > [Adults taking up their university training](#)
- > [Access on the file](#)
- > [Admission and Enrolment Procedures for general registration](#)

University Bachelors

Diploma	Special Requirements	Access	Remarks
UCLouvain Bachelors			
		Direct Access	
		Direct Access	
		Access with additional training	
		Access with additional training	
		Access with additional training	
		Based on application: accepted, conditional on further training, or refusal	
		Access with additional training	
Others Bachelors of the French speaking Community of Belgium			
		Direct Access	
		Based on application: accepted, conditional on further training, or refusal	
		Access with additional training	
Bachelors of the Dutch speaking Community of Belgium			
		Access with additional training	
		Direct Access	
		Based on application: accepted, conditional on further training, or refusal	
Foreign Bachelors			
		Access with additional training	
		Based on application: accepted, conditional on further training, or refusal	

Non university Bachelors

> Find out more about [links](#) to the university

Holders of a 2nd cycle University degree

Diploma	Special Requirements	Access	Remarks
"Licenciés"			
		Direct Access	
		Direct Access	
Masters			
		Based on application: accepted, conditional on further training, or refusal	
		Direct Access	

Holders of a non-University 2nd cycle degree

Adults taking up their university training

> See the website [Valorisation des acquis de l'expérience](#)

It is possible to gain admission to all masters courses via the validation of professional experience procedure.

Access on the file

Reminder : all Masters (apart from Advanced Masters) are also accessible on file.

Admission and Enrolment Procedures for general registration

Supplementary classes

To enrol for this Masters, the student must have a good command of certain subjects. If this is not the case, they must add preparatory modules to their Master's programme.

○ Mandatory

△ Courses not taught during 2019-2020

⊕ Periodic courses taught during 2019-2020

⊗ Optional

⊖ Periodic courses not taught during 2019-2020

■ Activity with requisites

Click on the course title to see detailed informations (objectives, methods, evaluation...)

○ MCOMU1208	Sémiotique générale	Philippe Verhaegen	30h	5 Credits	1q
○ MDROI1212	Droit des médias et de la communication	Bernard Mouffe	30h	5 Credits	2q
○ MCOMU1310	Anthropologie et ethnographie de la communication	Gérard Derèze	30h+10h	5 Credits	2q
○ MCOMU1311	Analyse des données numériques	François Fouss Pascal Francq	30h+10h	5 Credits	2q
○ MCOMU1308	Analyse sémiotique du discours et de l'image	Andrea Catellani Nicolas Wouters	30h+10h	5 Credits	2q
○ MCOMU1309	Séminaire d'actualité 3	Sébastien Fevry	0h+20h	5 Credits	1 + 2q
○ MANGL1339	Anglais 3	Jessica Degroote	0h+60h	5 Credits	1 + 2q

○ Cours au choix

Un cours parmi:

⊗ MNEER1341	Néerlandais 3	Erika Copriau	0h+60h	5 Credits	1 + 2q
⊗ MESPA1340	Espagnol 3	Michèle Ballez	0h+60h	5 Credits	1 + 2q

○ Activités en fonction de la finalité choisie

⊗ Pour l'étudiant qui choisit la finalité "Culture et communication"

○ MCOMU1303	Médiation culturelle	Xavier Canonne Philippe Scieur	30h+10h	5 Credits	2q
○ MMETH1321	Critique de productions culturelles	Jean-Luc Depotte	20h+20h	5 Credits	1 + 2q

⊗ Pour l'étudiant qui choisit la finalité "Stratégies de communication et médias" du master 120 de jour

○ MCOMU1302	Communication et organisation	François Lambotte Damien Renard (compensates François Lambotte)	30h+10h	5 Credits	1q
○ MSHUM1328	Sociologie des organisations	Philippe Scieur	30h	5 Credits	1q

Evaluation

The evaluation methods comply with the [regulations concerning studies and exams](#). More detailed explanation of the modalities specific to each learning unit are available on their description sheets under the heading "Learning outcomes evaluation method".

Contacts

Curriculum Management

Entity

Structure entity

Denomination

Faculty

Sector

Acronym

Postal address

SSH/ESPO/COMU

(COMU)

Faculty of Economic, Social and Political Sciences and Communication (ESPO)

Human Sciences (SSH)

COMU

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<https://uclouvain.be/fr/facultes/espo/comu>

Web site

Academic supervisor: [Sandrine Roginsky](#)

Other academic Supervisor(s)

- [Elena Aoun](#)

Jury

- Président de jury: [Andrea Catellani](#)
- [Sébastien Fevry](#)

Useful Contact(s)

- Informations pour les futurs étudiants (Nicolas Hurtado de Jesus - tél. +32 (0)65 323 327): info-mons@uclouvain.be
- Gestionnaire administrative de programme: [Céline Nicolas](#)

