

At Mons - 60 credits - 1 year - Day schedule - In FrenchDissertation/Graduation Project : **YES** - Internship : **NO**Activities in English: **optional** - Activities in other languages : **NO**Activities on other sites : **NO**Main study domain : **Information et communication**Organized by: **Faculty of Economic, Social and Political Sciences and 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.

COMM2M1 Programme

Detailed programme by subject

CORE COURSES

- Mandatory
- ✘ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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	Muriel Hanot (compensates Andrea Catellani) Philippe Scieur	FR [q1] [15h] [5 Credits]
● MCOMU2202	Marketing Communications	Karine Charry	FR [q1] [30h] [5 Credits]
● MCOMU2701	Développement et gestion de projet Web créatif	Suzanne Kieffer	FR [q1] [30h] [5 Credits]
● MCOMU2901	Mémoire M60 (bachelier)		FR [] [] [23 Credits]
● MCOMU2910	Séminaire d'accompagnement au mémoire: concepts et méthodes	Sandrine Roginsky	FR [q1] [15h] [2 Credits]
● MSHUM2201	Compétences relationnelles	Laurent Lievens	FR [q1] [15h+30h] [5 Credits]

✘ Pour les étudiants titulaires d'un master

● Activités obligatoires

○ MCOMU2701	Développement et gestion de projet Web créatif	Suzanne Kieffer	FR [q1] [30h] [5 Credits]
○ MCOMU2903	Mémoire M60 (master)		FR [] [] [15 Credits]

○ Activités au choix

Deux cours parmi:

⊗ MCOMU2106	Ethique de la communication	Muriel Hanot (compensates Andrea Catellani) Philippe Scieur	FR [q1] [15h] [5 Credits]
⊗ MCOMU2202	Marketing Communications	Karine Charry	FR [q1] [30h] [5 Credits]
⊗ MSHUM2201	Compétences relationnelles	Laurent Lievens	FR [q1] [15h+30h] [5 Credits]

OPTIONS

- > [Stratégies de communication](#) [en-prog-2021-comm2m1-mcomm506o]
- > [Nouveaux médias](#) [en-prog-2021-comm2m1-mcomm507o]
- > [Communication culturelle](#) [en-prog-2021-comm2m1-mcomm508o]
- > [Communication culturelle: compléments](#) [en-prog-2021-comm2m1-mcomm509o]
- > [MONS - Communication et production de contenu web](#) [en-prog-2021-comm2m1-mcomm410o]

STRATÉGIES DE COMMUNICATION [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊖ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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

o Content:

○ MCOMU2104	Audit de communication	François Lambotte	(FR) [q2] [15h] [5 Credits]
○ MCOMU2112	Stratégies de communication et communication de crise	Damien Renard	(FR) [q2] [30h] [5 Credits]
○ MCOMU2110	Communication d'intérêt général et publics citoyens	Emily Hoyos Sandrine Roginsky	(FR) [q2] [30h] [5 Credits]

NOUVEAUX MÉDIAS [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊖ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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

o Content:

○ MCOMU2208	Stratégies d'audience et stratégies en médias digitaux	Jean-Michel Depasse	(FR) [q1] [30h] [5 Credits]
○ MCOMU2113	Sémiotique du web	Tiffany Andry (compensates Andrea Catellani)	(FR) [q1] [30h] [5 Credits]
○ MCOHD2003	Internet & Communication	Pascal Francq (compensates Sandrine Roginsky)	(FR) [q2] [30h] [5 Credits]

COMMUNICATION CULTURELLE [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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

o Content:

○ MCOMU2702	Communication et production événementielle	Chloé Colpé	(FR) [q2] [30h] [5 Credits]
○ MCOMU2114	Communication des organisations culturelles	Fabienne Guillaume (compensates Sarah Sepulchre) Charlotte Jacquet	(FR) [q2] [30h] [5 Credits]
○ MCOMU2703	Etudes culturelles	Chloé Colpé (compensates Sébastien Fevry)	(FR) [q1] [30h] [5 Credits]

COMMUNICATION CULTURELLE: COMPLÉMENTS [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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

o Content:

○ MCOMU2108	Politiques et publics de la culture	Joanne Joczcyk Jean-Gilles Lowies	(FR) [q1] [30h] [5 Credits]
○ MCOMU2109	Pratiques de communication culturelle	Jean-Luc Depotte Delphine Jenart	(FR) [q2] [30h] [5 Credits]
○ MCOMU2111	Villes et culture : analyse sociologique	Philippe Scieur Damien Vanneste	(FR) [q1] [30h] [5 Credits]

MONS - COMMUNICATION ET PRODUCTION DE CONTENU WEB [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

o Content:

○ MCOMU2211	Design et évaluation de prototypes web	Suzanne Kieffer	FR [q2] [15h] [5 Credits]
○ MCOMU2210	Production éditoriale et production médiatique sur le web	Thibault Dujardin-Bazier Marie Vancutsem	FR [q2] [22.5h] [5 Credits]
○ MCOMU2213	Atelier de production communicationnelle	Aurélie Vachaudéz	FR [q2] [15h] [5 Credits]

Supplementary classes

To access this Master, students must have a good command of certain subjects. If this is not the case, they must add supplementary classes at the beginning of their Master's programme in order to obtain the prerequisites for these studies.

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- 🌐 Open to international students
- 🚫 Not open to international students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

○ MCOMU1208	Sémiotique générale	Andrea Catellani Christel Christophe	FR [q1] [30h] [5 Credits]
○ MDROH1212	Droit des médias et de la communication	Bernard Mouffe	FR [q2] [30h] [5 Credits]
○ MCOMU1310	Anthropologie et ethnographie de la communication	Tama Rchika Lara Van Dievoet	FR [q2] [30h+10h] [5 Credits]
○ MCOMU1311	Analyse des données numériques	Tiffany Andry François Lambotte	FR [q2] [30h+10h] [5 Credits]
○ MCOMU1308	Analyse sémiotique du discours et de l'image	Tiffany Andry Nicolas Wouters	FR [q2] [30h+10h] [5 Credits]
○ MCOMU1309	Séminaire d'actualité 3	Sébastien Fevry	FR [q1+q2] [0h+20h] [5 Credits]
○ MANGL1339	Anglais 3	Jessica Degroote (coord.) Céline Gouverneur Florence Simon (compensates Karen Ratcliffe) Quentin Zèques	EN [q1+q2] [0h+60h] [5 Credits]

o Cours au choix

Un cours parmi:

⌘ MNEER1341	Néerlandais 3	Erika Copriau (coord.) Bruno Michiels	NL [q1+q2] [0h+60h] [5 Credits]
⌘ MESPA1340	Espagnol 3	Juan Francisco Hernandez Rodriguez (coord.)	ES [q1+q2] [0h+60h] [5 Credits]

o Activités en fonction de la finalité choisie

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

Pour l'étudiant qui choisit la finalité "Culture et communication" ou pour l'étudiant de Master 60 qui choisit l'option "Communication culturelle"

○ MCOMU1303	Médiation culturelle	Xavier Canonne Philippe Scieur	FR [q2] [30h+10h] [5 Credits]
○ MMETH1321	Critique de productions culturelles	Jean-Luc Depotte	FR [q1+q2] [20h+20h] [5 Credits]

⌘ Pour l'étudiant qui choisit la finalité "stratégie et communication web" du master 120 de jour

Pour l'étudiant qui choisit la finalité "Stratégie et communication web" du master 120 de jour ou pour l'étudiant de master 60 qui choisit l'option "Stratégies de communication et médias" ou "Communication et production du contenu web"

○ MCOMU1302	Communication et organisation	Damien Renard (compensates François Lambotte)	FR [q1] [30h+10h] [5 Credits]
○ MSHUM1328	Sociologie des organisations	Philippe Scieur	FR [q1] [30h] [5 Credits]

The programme's courses and learning outcomes

For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies the the skills expected of every graduate on completion of the programme. Course unit descriptions specify targeted learning outcomes, as well as the unit's contribution to reference framework of learning outcomes.

COMM2M1 - Information

Access Requirements

Master course admission requirements are defined by the French Community of Belgium Decree of 7 November 2013 defining the higher education landscape and the academic organisation of courses.

General and specific admission requirements for this programme 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

- > [General access requirements](#)
- > [Specific access requirements](#)
- > [University Bachelors](#)
- > [Non university Bachelors](#)
- > [Holders of a 2nd cycle University degree](#)
- > [Access based on validation of professional experience](#)
- > [Access based on application](#)
- > [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	
		Direct access	
		Access with additional training	
		Access based on application	
		Access based on application	
Others Bachelors of the French speaking Community of Belgium			
		Direct access	
		Access based on application	
		Access based on application	
Bachelors of the Dutch speaking Community of Belgium			
		Direct access	
		Access based on application	
		Access based on application	
Foreign Bachelors			
		Access based on application	
		Access based on application	

Non university Bachelors

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

Holders of a 2nd cycle University degree

Diploma	Special Requirements	Access	Remarks
"Licenciés"			
		Access with additional training	
		Access with additional training	
Masters			
		Access based on application	
		Access based on application	

Access based on validation of professional experience

> It is possible, under certain conditions, to use one's personal and professional experience to enter a university course without having the required qualifications. However, validation of prior experience does not automatically apply to all courses. Find out more about [Validation of priori experience](#).

Access based on application

Admission on the basis of a submitted dossier may be granted either directly or on the condition of completing additional coursework of a maximum of 60 ECTS credits, or refused.

Admission and Enrolment Procedures for general registration

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>

Website

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: [Chloé Warmont](#)

