UCLouvain	**COMB2M** *2025 - 2026*	Master [120] in Communication Strategy and Digital Culture (shift schedule)

⚠️ *The version you're consulting is not definitive. This programme still may change. The final version will be published on 1th June.*

At Bruxelles Saint-Louis - 120 credits - 2 years - Shift schedule - In French
Dissertation/Graduation Project : **YES** - Internship : **YES**
Activities in English: **YES** - Activities in other languages : **NO**
Activities on other sites : **NO**
Main study domain : **Information et communication**
Organized by: **Faculty of Economics, Social and Political Sciences and Communication Saint-Louis (ESPO-SaintLouis)**
Programme acronym: **COMB2M** - Francophone Certification Framework: 7

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COMB2M - Introduction

Introduction

Introduction

As a (future) communicator, would you like to develop appropriate and effective communication strategies based on a professional and creative command of digital technology? Then this master's degree is for you!

The master's degree [120] in communication strategy and digital culture (evening programme) (abbreviated to 'communication strategy') is designed to provide communicators with a strategical and critical understanding of communication. It

allows students to develop skills for analysing and creating communication projects for companies, organisations, associations, etc., while optimally integrating the interactive, collaborative and participatory qualities of digital culture. Digital culture is constantly evolving, and communications professions must evolve with it. This is why our master's programme sees it as a central element requiring specific instruction.

This high-level programme is offered jointly (joint programme and qualification) by the Institut Supérieur de Formation Sociale et de Communication de la Haute Ecole ICHEC - ECAM - ISFSC and UCLouvain Saint-Louis Bruxelles, the latter being the supervisory institution. The programme combines university teaching based on scientific research with a solid grounding in the realities of the professional world, through internships and courses taught by communications professionals.

The courses are held three evenings a week as well as on Saturdays (half day or full day). They take place in Brussels, for the most part at the UCLouvain Saint-Louis Bruxelles campus (43 Boulevard du Jardin botanique, 1000 Brussels).

Your profile

The master's degree in communication strategy and digital culture is designed for anyone who wishes to develop or strengthen their skills in internal and external communication management, with a more strategic and digital approach. The master's programme is aimed in particular at:

- people in the workforce who wish to reorientate their career or deepen their knowledge of digital communication;
- students with a bachelor's degree from a university or a higher education institution who wish to further their education at master's level in the field of communications.

The applicable admission requirements according to the student's background are explained on the admission requirements page. Applications for admission are submitted to UCLouvain Saint-Louis Bruxelles.

The programme entitles private-sector employees to paid educational leave.

Your future job

The master's degree in communication strategy teaches project or content managers to analyse and develop a communication strategy which integrates the various aspects of digital technology in an organisation. Graduates will be able to exercise decision-making and supervisory functions within a public institution, a company or a non-profit association, either in a middle management position or as a consultant.

The master's degree can lead to openings in the following areas: social media management, social media strategy, content management, content strategy, conversation and community management, content marketing, digital communication, digital strategy, etc.

However, the openings are not limited to these examples, as some of the professions which the master's degree leads to do not exist yet. It is one of our objectives to go beyond the unknown: the global approach proposed by the master's programme teaches graduates to adapt, anticipate and integrate change, and even to take the initiative in new communication professions.

Your programme

A 120-credit evening programme

The master's degree in communication strategy and digital culture is made up of 120 credits and is offered as an evening programme. It offers a global approach to digital communication, covering social, economic, technical, psychological,

anthropological, political, strategic, legal and ethical aspects. This allows us to approach digital communication in all its complexity, with rigour and professionalism.

Depending on the student's educational background, it is not uncommon for courses to be added to the standard 120-credit programme. A maximum of 45 credits may be added from UCLouvain Saint-Louis Bruxelles bachelor's degree programmes, either during the day or in the evening. Additional courses enable students to further their knowledge of communication theories and/or academic methodologies. If the additional courses amount to more than 30 credits, they must be spread over three years. You will find all of the information you need on the 'Admission requirements' page.

Internship

The master's programme includes an eight-week placement (13 credits) in an organisation of the student's choice: company, non-profit organisation, public administration, consultancy, social mobilisation movements, etc.
It is an opportunity for students to become actively involved in the work of their host organisation, to compare their theoretical knowledge with professional practice, and to reflect on the skills they have acquired.

The practical seminar covers the search for a placement, its practical organisation (as specified in the internship agreement), progress monitoring and the drafting of an internship report.
The internship can be linked to the final assignment and can be carried out in the workplace under certain conditions. It can also be carried out in a research centre, provided that the research activities are directly related to issues covered in the master's programme.

Final paper

Students are also required to write a final paper in which they discuss topics covered during the master's programme.

The final paper demonstrates the student's ability to make use of highly specialised knowledge at the interface of different fields, and to carry out personal and original research leading to new knowledge, new procedures and new practices. Through their final paper, students show that they are able to develop their own expertise, contributing to new knowledge, professional practices and strategies in different fields (see level 7 of the Cadre Francophone des Certifications).

The final paper and the support seminar account for a large part of the programme, corresponding to a total of 23 credits spread over two years.

COMB2M - Teaching profile

Learning outcomes

The programme leads to a two-year master's degree in communication strategy and digital culture. It has been set up in line with the Decree defining the higher education landscape and academic organisation of studies (7/11/2013)
and corresponds to level 7 of the European Qualifications Framework. The master's programme aims to develop the following skills and learning outcomes:

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

Compétence 1. Develop communication strategies which integrate the various aspects of digital culture.

1.1. Critically analyse the communication of an organisation, taking into account its sector of activity and its social, cultural, technological, economic, political and legal context.
1.2.
1.3.
1.4.
1.5.
1.6.

Compétence 2.

2.1.
2.2.
2.3.
2.4.
2.5.
2.6.

Compétence 3.

3.1.
3.2.
3.3.
3.4.
3.5.
3.6.

Compétence 4.

4.1.
4.2.
4.3.
4.4.
4.5.
4.6.

Programme structure

The course units in the first year enable students to develop their theoretical, strategic, technological and research skills in the field of digital communication. Students also lay the theoretical and methodological foundations for their final paper during the first year of the programme.

The first term of the second year follows the same approach, while the second term is mainly devoted to the internship (13 credits) and final paper (16 credits).

COMB2M Programme

Detailed programme by subject

CORE COURSES

○ Mandatory
⊗ Optional
△ Not offered in 2025-2026
⊘ Not offered in 2025-2026 but offered the following year
⊕ Offered in 2025-2026 but not the following year
△ ⊕ Not offered in 2025-2026 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

					Year	
					1	2
○ Teaching units developing theoretical knowledge						
○ BCOMU2201	Identities and social ties in digital social environments	Renaud Maes	FR	[q1] [45h] [5 Credits] 🌐	x	
○ BCOMU2202	The psycho-anthropology of social and collaborative media	Olivier Servais	FR	[q1] [30h] [5 Credits] 🌐	x	
○ BCOMU2205	Theories of participation and communication	Marie Dufrasne	FR	[q2] [30h] [5 Credits] 🌐	x	
○ BCOMU2103	Law and deontology of interactive and collaborative communication		FR	[q1] [30h] [5 Credits] 🌐		x
○ BCOMU2104	Business models in the field of social and collaborative media		FR	[q1] [30h] [5 Credits] 🌐		x
○ Teaching units developing technological skills						
○ BCOMU2115	Data processing and the semantic web		FR	[q1] [45h] [5 Credits] 🌐	x	
○ BCOMU2114	CT and digital social networks: architecture, security and functioning		FR	[q2] [45h] [5 Credits] 🌐	x	
○ Teaching units developing strategic skills						
○ BCOMU2106	Interactive and collaborative communication strategies		FR	[q1] [30h] [5 Credits] 🌐	x	
○ BCOMU2110	Work processes in the connected organisation		FR	[q2] [30h] [5 Credits] 🌐	x	
○ BCOMU2111	Management of participative and collaborative projects		FR	[q1] [30h] [5 Credits] 🌐	x	
○ BCOMU2107	Methodology in transmedia and cross-media communication		FR	[q2] [45h] [8 Credits] 🌐	x	
○ BCOMU2108	Interactive Marketing		FR	[q1] [30h] [5 Credits] 🌐		x
○ BCOMU2113	Strategic intelligence gathering, prospective analysis, creativity and innovation		FR	[q1] [45h] [8 Credits] 🌐		x
○ BCOMU2109	Interdisciplinary technical workshop in interactive and collaborative communication 🟨		FR	[q1+q2] [45h] [8 Credits] 🌐		x
○ Teaching units developing research skills						
○ BCOMU2212	Research Methods in Digital Communication	Thomas Jacobs	EN	[q2] [30h] [5 Credits] 🌐	x	
○ BCOMU2217	Dissertation and dissertation support seminar 1		FR	[q1+q2] [] [7 Credits] 🌐	x	
○ BCOMU2218	Dissertation and dissertation support seminar 2 🟨		FR	[q1+q2] [] [16 Credits] 🌐		x

INTERNSHIP [120.0]

⚪ Mandatory
⊗ Optional
△ Not offered in 2025-2026
⊘ Not offered in 2025-2026 but offered the following year
⊕ Offered in 2025-2026 but not the following year
△ ⊕ Not offered in 2025-2026 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

				Year 1	2

⚪ *Choose one teaching unit dedicated to professional integration*

				Year 1	2
⚪ BCOMU2116	Internship in communication strategy		[FR] [q1+q2] [] [13 Credits] 🌐		x
⊗ BCOMU2117	Research placement		[FR] [q1+q2] [15h] [13 Credits] 🌐		x

Supplementary classes

> ***To access this Master, students must have a good command of certain subjects. If this is not the case, in the first annual block of their Masters programme, students must take supplementary classes chosen by the faculty to satisfy course prerequisites.***

⚪ Mandatory
⊗ Optional
△ Not offered in 2025-2026
⊘ Not offered in 2025-2026 but offered the following year
⊕ Offered in 2025-2026 but not the following year
△ ⊕ Not offered in 2025-2026 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

This table details the teaching units (UE) to be included in the annual student program (PAE) holding a first-cycle academic degree in a short-type university or higher arts school awarded in the French Community of Belgium.

⊗ **Choice of a teaching unit from :**

⊗ BPOLS1110	Communication science	Geoffroy Patriarche	[FR] [q1] [30h+6h] [5 Credits] 🌐
⊗ BPOLS1114	Communication science	Thomas Jacobs	[EN] [q1] [30h+15h] [5 Credits] 🌐

⊗ **Choice of a teaching unit from:**

⊗ BCOMU1211	Corporate communication and public relations	Thomas Jacobs	[ES] [q1] [30h] [5 Credits] 🌐
⊗ BCOMU1315	Communication and organisations	Agnès d'Arripe	[FR] [q1] [30h] [5 Credits] 🌐

⊗ **Choice of a teaching unit from:**

⊗ BCOMU1210	Communication, culture and social interactions	Geoffroy Patriarche	[FR] [q2] [30h+6h] [5 Credits] 🌐
⊗ BCOMU1213	Intercultural communication		[FR] [q2] [30h] [5 Credits] 🌐
⊗ BCOMU1318	Multimedia communication and Web technologies		[FR] [q1] [45h] [5 Credits] 🌐

⧉ BCOMU1250	Media reception and media use	Geoffroy Patriarche	FR [q1] [30h+14h] [5 Credits] ⊕
⧉ BHDPO1231	Statistics and analysing data	Nicolas Marquis	FR [q1] [45h+15h] [10 Credits] ⊕
⧉ BCOMU2000	Communication research approaches		FR [q1] [30h+15h] [5 Credits] ⊕

Course prerequisites

The **table** below lists the activities (course units, or CUs) for which there are one or more prerequisites within the programme, i.e. the programme CU for which the learning outcomes must be certified and the corresponding credits awarded by the jury before registering for that CU.

These activities are also identified **in the detailed programme**: their title is followed by a yellow square.

Prerequisites and student's annual programme

As the prerequisite is for CU registration puposes only, there are no prerequisites within a programme year. Prerequisites are defined between CUs of different years and therefore influence the order in which the student will be able to register for the programme's CUs.

In addition, when the jury validates a student's individual programme at the beginning of the year, it ensures its coherence, meaning that it may:

- require the student to combine registration in two separate CUs which it considers necessary from a pedagogical point of view.
- transform a prerequisite into a corequisite if the student is in the final year of a degree course.

For more information, please consult the Academic Regulations and Procedures.

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 # Prerequisities list

BCOMU2109 "Laboratoire en culture numérique: explorations interdisciplinaires" has prerequisite(s) BCOMU2107

- BCOMU2107 - Methodology in transmedia and cross-media communication

BCOMU2218 "Mémoire et séminaire d'accompagnement au mémoire 2" has prerequisite(s) BCOMU2217

- BCOMU2217 - Dissertation and dissertation support seminar 1

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.

COMB2M - 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.

Unless explicitly mentioned, the bachelor's, master's and licentiate degrees listed in this table or on this page are to be understood as those issued by an institution of the French, Flemish or German-speaking Community, or by the Royal Military Academy.

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

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SUMMARY

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University Bachelors

Diploma	Special Requirements	Access	Remarks
UCLouvain Bachelors			
		Direct access	
		Access based on application	
Others Bachelors of the French speaking Community of Belgium			
		Direct access	
		Access based on application	
Bachelors of the Dutch speaking Community of Belgium			
		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

Diploma	Access	Remarks
BA - assistant(e) social(e) - crédits supplémentaires entre 30 et 45	Les enseignements supplémentaires éventuels peuvent être consultés dans le module complémentaire.	Type court
BA - bibliothécaire-documentaliste - crédits supplémentaires entre 30 et 45		
BA - conseiller(ère) social(e) - crédits supplémentaires entre 30 et 45		
BA en Arts du spectacle et technique de diffusion et de communication: multimédia - crédits supplémentaires entre 30 et 45		
BA en arts plastiques, visuels et de l'espace: publicité - crédits supplémentaires entre 30 et 45		
BA en commerce extérieur - crédits supplémentaires entre 30 et 45		

BA en communication - crédits supplémentaires entre 30 et 45

BA en e-business - crédits supplémentaires entre 30 et 45

BA en écologie sociale - crédits supplémentaires entre 30 et 45

BA en écriture multimédia - crédits supplémentaires entre 30 et 45

BA en gestion des ressources humaines - crédits supplémentaires entre 30 et 45

BA en informatique, orientation développement d'applications - crédits supplémentaires entre 30 et 45

BA en marketing - crédits supplémentaires entre 30 et 45

BA en publicité - crédits supplémentaires entre 30 et 45

BA en relations publiques - crédits supplémentaires entre 30 et 45

Holders of a 2nd cycle University degree

Diploma	Special Requirements	Access	Remarks
"Licenciés"			
		Direct access	
Masters			
		Direct access	
		Access based on application	
		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

Access based on application : access may be granted either directly or on the condition of completing additional courses of a maximum of 60 ECTS credits, or refused.

Admission and Enrolment Procedures for general registration

Teaching method

The master's degree in communication strategy offers a wide range of learning, practical and professional activities (internships). Thanks to a team of contributors with varied expertise and experience, the programme combines advanced theoretical and methodological instruction with a solid grounding in the realities of the professional world.

The CUs of the programme alternate between traditional lectures and group analyses of topical issues or case studies (proposed by the lecturer and/or students). The themes addressed require students to keep abreast of developments in the constantly changing digital world. Teaching methods such as flip teaching, group experimentation and group work are also used. Generally speaking, the master's programme makes use of an active teaching method involving a lot of group work in sessions – as it happens in the professional field – and draws on students' interests, knowledge and experience.

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".

A range of assessment methods are used. They may take the form of written or oral examinations, individual or group reports or assignments (research reports, strategic analyses and recommendations, internship reports, research dissertations, etc.), contributions to group research or experimentation, or even concrete projects (for further details, see the descriptions for each course unit).

Mobility and/or Internationalisation outlook

Erasmus programme

UCLouvain Saint-Louis Bruxelles has exchange agreements with universities outside the French-speaking community of Belgium. These agreements allow students to take part of their master's degree in communication strategy and digital culture at a partner university while remaining enrolled at UCLouvain Saint-Louis Bruxelles.

Two types of exchange are available to master's students:

- Erasmus exchanges with universities in European Union countries
- Erasmus Belgica exchanges with Dutch-language Belgian universities

The exchange programme is equivalent to approximately 30 credits. ERASMUS 'courses' take place during the first term of the second year. The list of proposed destinations is available via Moodle (Erasmus OUT Master Strat. Com. ISFSC/USLB).

Erasmus - Internship
Students can also take part in an ERASMUS 'internship' during the second term of the second year.

Possible trainings at the end of the programme

Graduates of the master's degree [120] in communication strategy and digital culture have a number of options open to them:

- Another study programme (master's 60 or 120, advanced master's degree, continuing education certificate), on completion of additional courses and subject to compliance with the admission requirements for these programmes as explained in the course catalogue.
- The 3rd cycle of university studies in view of obtaining a doctorate. A doctorate (180 credits) includes doctoral training (60 credits), the writing of a doctoral thesis based on original, in-depth academic research, and the private and public defence of the thesis.
- A secondary school teaching degree ('agrégation de l'enseignement secondaire supérieur' – AESS – offered at Louvain-La-Neuve and Mons as an evening programme). The aim of the teaching degree in information and communication is to provide students with the knowledge and skills they need in order to have an effective start in the teaching profession and to keep pace with it.
- Prepare or redirect their career path.

Contacts

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Curriculum Management

Faculty

Structure entity	SSH/ESPB
Denomination	Faculty of Economics, Social and Political Sciences and Communication Saint-Louis (ESPB)
Sector	Human Sciences (SSH)
Acronym	ESPB
Postal address	Boulevard du Jardin Botanique 43 - bte
	1000 Bruxelles

Mandate(s)

- Dean : Abraham Franssen

Jury

- president: Geoffroy Patriarche
- secretary: Laurence Mundschau