



COMB2M

2023 - 2024

Master [120] in Communication Strategy and Digital Culture

(shift schedule)

At Bruxelles Saint-Louis - 120 credits - 2 years - Shift schedule - In French

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 strategic 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 total of 12 credits (6 credits for the final paper and 6 credits for the support seminar).

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. Define the objectives and establish a communication strategy in line with the organisation's strategy by including the qualities of interaction, participation and collaboration of the digital culture in an optimal manner.
- 1.3. Design, implement and distribute innovative, sustainable and inclusive communication mechanisms within the organisation's digital ecosystem.
- 1.4. Ensure that the legal, ethical and deontological nature of the organisation's communication practices is respected; take into account its human, economic and technical resources and constraints in establishing any communication strategy.
- 1.5. Mobilise the most appropriate communication mechanism evaluation processes; interpret evaluation data – including user feedback – with good judgment; take appropriate corrective action and pass it on.
- 1.6. Design and implement strategic monitoring systems; mobilise the monitoring results to manage change and guide innovation in an organisation's communication tools, practices and strategies.

Compétence 2. Know and orchestrate the technical, creative and marketing aspects of digital projects in organisational communication.

2.1.

Know the main principles of the architecture, operation and security of computer and socio-digital networks of an organisation, as well as the main computer technologies.

2.2.

Know the tools, methods and aesthetic principles of the scripting, writing, editing and gamification of digital content.

2.3.

Know the characteristics, opportunities and constraints of the different digital channels; integrate them in a logical way in a communication plan.

2.4.

Know the techniques and methods for optimising the referencing, reputation and running of online communities.

2.5. Master the main techniques and methods of data collection, storage, processing and visualisation.

2.6. Combine 'online' and 'offline' communication modes in any communication strategy in an optimal manner.

Compétence 3.

Develop a digital culture for an organisation which mobilises management, teams and partners in communication strategies and projects.

3.1. Advise an organisation's decision-making bodies on the challenges and issues at the crossroads of communication and digital innovations (communication objectives and strategies, communication as a managerial lever, the organisation's digital transformation, etc.)

3.2.

Justify, defend and promote communication projects, particularly with decision-making bodies, from their creation to final reporting (including user feedback).

3.3. Organise cooperation, collaboration and participation regarding communication projects, within the framework of a hybrid and evolving work organisation; encourage the sharing of information, experiences and innovations regarding communication projects.

3.4. Implement a project and team management method based on digital collaboration techniques, rapid adaptation to endogenous and exogenous changes, and awareness of sustainability and inclusiveness issues.

3.5. Initiate and support the creation of partnerships by integrating diverse cultural rationales, including at an international level.

3.6. Identify new professional needs in communication created by the evolution of society and digital technologies; initiate new practices or new professions to meet these new needs.

Compétence 4. Mobilise and produce knowledge in communication strategy and digital culture in a substantiated and methodical manner, as part of a critical reflection or research project.

4.1. Possess thorough knowledge of the main theoretical and methodological approaches to research on communication and digital culture.

4.2. Based on multidisciplinary knowledge, develop a critical and substantiated reflection on digital technologies and their human and societal issues.

4.3. Conduct an original research project, using a variety of well-chosen theoretical, methodological and technological resources.

4.4. Report on research and its results in a clear, coherent and structured manner, both in writing and orally, in accordance with the requirements of academic communication.

4.5. Based on research findings, make recommendations for an organisation's communication strategy and/or design new communication mechanisms or practices.

4.6. Update knowledge and practices by implementing techniques to monitor communication and digital trends and innovations.

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
 - △
-

				Year	
				1	2
○ BCOMU2107	Methodology in transmedia and cross-media communication	Sébastien Nahon	PR [q2] [45h] [8 Credits] 	x	
○ BCOMU2108	Interactive Marketing	Etienne Gonsette	PR [q1] [30h] [5 Credits] 		x
○ BCOMU2113					

⊗ BPOLS1233	Quantitative methods II: statistics	Nathan Gurnet	QR [q2] [30h+22.5h] [5 Credits] 🌐
⊗ BPOLS1331	Quantitative methods III: data analysis	Pierre-Olivier Robert (compensates Nicolas Marquis)	QR [q1] [30h+15h] [5 Credits] 🌐
⊗ BHDPO1230	Research methods in social sciences	Renaud Maes	QR [q1] [45h] [10 Credits] 🌐
⊗ BHDPO1231	Statistics and analysing data	Renaud Maes (compensates Nicolas Marquis)	QR [q1] [45h+15h] [10 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 purposes 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](https://uclouvain.be/fr/decouvrir/rgee.html) (<https://uclouvain.be/fr/decouvrir/rgee.html>).

Prerequisites 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.

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 (<https://uclouvain.be/fr/decouvrir/rgee.html>). 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

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 (<https://uclouvain.be/repertoires/geoffroy.patriarche>)
- secretary: Laurence Mundschau (<https://uclouvain.be/repertoires/laurence.mundschau>)

