

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**

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.

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
 - △
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Dissertation and dissertation support seminar 1

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	Strategic intelligence gathering, prospective analysis, creativity and innovation	Isabelle Choquet	PR [q1] [45h] [8 Credits]		x
BCOMU2109	Interdisciplinary technical workshop in interactive and collaborative communication	Fabien Castan Laurence Munschau Geoffroy Patriarche	PR [q1+q2] [45h] [8 Credits]		x

Teaching units developing research skills

BCOMU2212	Research Methods in Digital Communication	Thomas Jacobs	DN [q2] [30h] [5 Credits]	x	
BCOMU2217	Dissertation and dissertation support seminar 1	Laurence Munschau Geoffroy Patriarche	PR [q1+q2] [] [7 Credits]	x	

EB [d1+d5] [] [3 Credits]

⊗ BPOLS1233	Quantitative methods II: statistics	Nathan Gurnet	30 [q2] [30h+22.5h] [5 Credits] 🌐
⊗ BPOLS1331	Quantitative methods III: data analysis	Pierre-Olivier Robert (compensates Nicolas Marquis)	30 [q1] [30h+15h] [5 Credits] 🌐
⊗ BHDPO1230	Research methods in social sciences	Renaud Maes	30 [q1] [45h] [10 Credits] 🌐
⊗ BHDPO1231	Statistics and analysing data	Renaud Maes (compensates Nicolas Marquis)	30 [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.
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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 methods of the programme

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

The exchange (programme) is possible for (students) through ERASMUS (chouette) (thirre) (mion) (of) (td) (and) TJ 1 0 0 -1410

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.

Faculty

Structure entity

Denomination

Sector

Acronym

SSH/ESPB

Faculty of Economics, Social and Political Sciences and
Communication Saint-Louis (ESPB)

Human Sciences (SSH)

