

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

o Activités au choix*Deux cours parmi:*

✂ MCOMU2106	Ethique de la communication		PK [q1] [15h] [5 Credits]  
✂ MCOMU2202	Marketing Communications	Karine Charry	PK [q1] [30h] [5 Credits] 
✂ MSHUM2201	Compétences relationnelles	Laurent Lievens	PK [q1] [15h+30h] [5 Credits] 

OPTIONS

- > [Stratégies de communication](#) [en-prog-2023-comm2m1-mcomm506o]
- > [Nouveaux médias](#) [en-prog-2023-comm2m1-mcomm507o]
- > [Communication culturelle](#) [en-prog-2023-comm2m1-mcomm508o]
- > [Communication culturelle: compléments](#) [en-prog-2023-comm2m1-mcomm509o]
- > [MONS - Communication et production de contenu web \(option de base\)](#) [en-prog-2023-comm2m1-mcomm410o]

STRATÉGIES DE COMMUNICATION [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 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...)

Content:

○ MCOMU2104	Audit de communication	François Lambotte	(FR) [q1] [15h] [5 Credits] 🌐
○ MCOMU2112	Stratégies de communication et communication de crise	Tama Rchika Damien Renard	(FR) [q1] [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 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 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...)

Content:

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

COMMUNICATION CULTURELLE [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 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...)

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		

○ MMETH1302	Analyser les mondes numériques	François Lambotte Joël Matriche	PK [q2] [30h+30h] [5 Credits] 
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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.

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.

SUMMARY

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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 with additional training	

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

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".

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

Ruelle de la Lanterne magique 14 - bte L2.03.02

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