



## 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 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

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- Mandatory
- ✘ Optional
- △ Not offered in 2024-2025
- ⊙ Not offered in 2024-2025 but offered the following year
- ⊕ Offered in 2024-2025 but not the following year
- △ ⊕ Not offered in 2024-2025 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, ...)

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

Year

1 2

### ○ Teaching units developing theoretical knowledge

○ BCOMU2201	<a href="#">Identities and social ties in digital social environments</a>	
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## **INTERNSHIP [120.0]**

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- Mandatory
  - ✘ Optional
  - △ Not offered in 2024-2025
  - ⊘ Not offered in 2024-2025 but offered the following year-2025
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⌘ Choice of a teaching unit from:

⌘ BCOMU1211	Corporate communication and public relations	Thomas Jacobs	EN [q1] [30h] [5 Credits] 🌐
⌘ BCOMU1315	Communication and organisations	Agnès d'Arripe	EN [q1] [30h] [5 Credits] 🌐
⌘ BSOCA1330	Field methods: observation and interviews	Emmanuelle Lenel	EN [q1] [30h] [5 Credits] 🌐
⌘ BHDPO1230	Research methods in social sciences	Renaud Maes	

## Course prerequisites

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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](#).

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### # Prerequisites list

**BCOMU2109** "[Interdisciplinary technical workshop in interactive and collaborative communication](#)" has prerequisite(s) BCOMU2107

- BCOMU2107 - [Methodology in transmedia and cross-media communication](#)

**BCOMU2218** "[Dissertation and dissertation support seminar 2](#)" has prerequisite(s) BCOMU2217

- BCOMU2217 - [Dissertation and dissertation support seminar 1](#)

## The programme's courses and learning outcomes

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For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies 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

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*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

- > [General access requirements](#)
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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	
<b>Masters</b>		Direct access	
		<a href="#">Access based on application</a>	
		<a href="#">Access based on application</a>	
		<a href="#">Access based on application</a>	

## 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



Faculty

Structure entity

Denomination

Sector

Acronym

Postal address

SSH/ESPB

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

Human Sciences (SSH)

ESPB

Boulevard du Jardin Botanique 43 - bte  
1000 Bruxelles

Mandate(s)

- Dean : Abraham Franssen

Jury

- president: [Geoffroy Patriarche](#)
- secretary: [Laurence Mundschau](#)

