COMB2M

2024 - 2025

Master [120] in Communication Strategy and Digital Culture (shift schedule)

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

Table of contents

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.

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.

CORE COURSES

○

UCL - Université catholique de Louvain   Study Programme 2024-2025
COMB2M: Master [120] in Communication Strategy and Digital Culture (shift schedule)

CORE COURSES

INTERNSHIP [120.0]

O 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, ...)

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

				Year	
				1	2

O *Choose one teaching unit dedicated to professional integration*

				1	2
O BCOMU2116	Internship in communication strategy	Nathalie Van Cauberg	FR [q1+q2] [] [13 Credits] 🌐		x
⚹ BCOMU2117	Research placement	Geoffroy Patriarche	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.

O 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, ...)

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

⚹ Choice of a teaching unit from :

⚹ BPOLS1110	Communication science	Geoffroy Patriarche	FR [q1] [30h+6h] [5 Credits] 🌐
⚹ BPOLS1114	Communication science	Thomas Jacobs Elke Mahieu (compensates Thomas Jacobs)	EN [q1] [30h+15h] [5 Credits] 🌐
⚹ BCOMU1318	Multimedia communication and Web technologies	Olivier Rasquinet	FR [q1] [45h] [5 Credits] 🌐
⚹ BCOMU1250	Media reception and media use	Geoffroy Patriarche	FR [q1] [30h+14h] [5 Credits] 🌐

⚹ Choice of a teaching unit from:

⚹ BCOMU1210	

⌘ 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	FR [q1] [30h] [5 Credits] ⊕
⌘ BSOCA1330	Field methods: obervation and interviews	Emmanuelle Lenel	FR [q1] [30h] [5 Credits] ⊕
⌘ BHDPO1230	Research methods in social sciences	Renaud Maes	FR [q1] [45h] [10 Credits] ⊕
⌘ BHDPO1231	Statistics and analysing data	Renaud Maes (compensates Nicolas Marquis)	FR [q1] [45h+15h] [10 Credits] ⊕

⌘ 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	FR [q1] [30h] [5 Credits] ⊕

<table>
<tr><td>

COMB2M - Information

</td></tr>
</table>

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

- > General access requirements
- > Specific access requirements
- > University Bachelors
- > Non university Bachelors
- > Holders of a 2nd cycle University degree
- > Access based on validation of professional experience
- > Access based on application
- > Admission and Enrolment Procedures for general registration

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 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	Les enseignements supplémentaires éventuels peuvent être consultés dans le module complémentaire.	Type court

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

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