

○ Activités au choix (10 credits)

Deux cours parmi:

☒ MCOMU2202 [Marketing Communications](#)

OPTIONS

- > [Stratégies de communication](#) [en-prog-2024-comm2m1-mcomm506o]
- > [Nouveaux médias](#) [en-prog-2024-comm2m1-mcomm507o]
- > [Communication culturelle](#) [en-prog-2024-comm2m1-mcomm508o]
- > [Communication culturelle: compléments](#) [en-prog-2024-comm2m1-mcomm509o]
- > [MONS - Communication et production de contenu web \(option de base\)](#) [en-prog-2024-comm2m1-mcomm410o]

STRATÉGIES DE COMMUNICATION [15.0]

- 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...)

o Content:

○ MCOMU2104	Audit, évaluation et intervention en communication	François Lambotte	(FR) [q1] [30h] [5 Credits] 🌐
○ MCOMU2112	Stratégies de communication et communication de crise	Damien Renard	(FR) [q2] [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 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...)

o 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	Nicolas Bocquet (compensates) Sandrine Roginsky Inès Kalai (compensates) Sandrine Roginsky	(FR) [q1] [30h] [5 Credits] 🌐

COMMUNICATION CULTURELLE [15.0]

- 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...)

o Content:

○ MCOMU2702	Communication et production événementielle	Chloé Colpé	(FR) [q2] [30h] [5 Credits] 🌐
○ MCOMU2114	Communication des organisations culturelles	Charlotte Jacquet Charlotte Jacquet (compensates Sarah Sepulchre)	(FR) [q2] [30h] [5 Credits] 🌐
○ MCOMU2703	Etudes culturelles	Chloé Colpé (compensates Sébastien Fevry) Sébastien Fevry	(FR) [q1] [30h] [5 Credits] 🌐

COMMUNICATION CULTURELLE: COMPLÉMENTS [15.0]

- 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...)

o Content:

○ MCOMU2108	Politiques et publics de la culture	Joanne Joczcyk Jean-Gilles Lowies	(FR) [q1] [30h] [5 Credits] 🌐
○ MCOMU2109	Pratiques de communication culturelle	Jean-Luc Depotte Delphine Jenart	(FR) [q2] [30h] [5 Credits] 🌐
	Villes et culture : analyse sociologique	P281 1 0 0 0 cm .834m .834m .834m .vry	

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

Holders of a 2nd cycle University degree

Evaluation

The evaluation methods comply with the [regulations concerning studies and exams](#). 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

