

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

CORE COURSES

- 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...)

⌘ Pour les étudiants non-titulaires d'un master (45 credits)

● MCOMU2202	Marketing Communications	Karine Charry	[FR] [q1] [30h] [5 Credits] 🌐
● MCOMU2701	Développement et gestion de projet Web créatif	Suzanne Kieffer	[FR] [q1] [30h] [5 Credits] 🌐
● MCOMU2901	Mémoire M60 (bachelier)		[FR] [] [] [23 Credits] 🌐
● MCOMU2910	Séminaire d'accompagnement au mémoire: concepts et méthodes	Sandrine Roginsky	[FR] [q1] [15h] [2 Credits] 🌐
● MSHUM2201	Compétences relationnelles	Laurent Lievens	[FR] [q1] [15h+30h] [5 Credits] 🌐
● MDROI2201	Droit des médias et de la communication	Bernard Mouffe	[FR] [q1] [30h] [5 Credits] 🌐

o Activités au choix (10 credits)*Deux cours parmi:*

✂ MCOMU2202	Marketing Communications	Karine Charry	FR [q1] [30h] [5 Credits] 🌐
✂ MSHUM2201	Compétences relationnelles	Laurent Lievens	FR [q1] [15h+30h] [5 Credits] 🌐
✂ MDROI2201	Droit des médias et de la communication	Bernard Mouffe	FR [q1] [30h] [5 Credits] 🌐

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		

MONS - COMMUNICATION ET PRODUCTION DE CONTENU WEB (OPTION DE BASE) [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:

● MCOMU2211	Design et évaluation de prototypes web	Suzanne Kieffer	(FR) [q2] [15h] [5 Credits] 🌐
● MCOMU2210	Production éditoriale et production médiatique sur le web	Marie Vancutsem Aline Wavreille	(FR) [q2] [22.5h] [5 Credits] 🌐
● MCOMU2213	Atelier de production communicationnelle	Aurélie Vachaudéz	(FR) [q2] [15h] [5 Credits] 🌐

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

⌘ MMETH1302	Analyser les mondes numériques	François Lambotte Joël Matriche	EN [q2] [30h+20h] [5 Credits] 🌐
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o Cours au choix (5 crédits)*Un cours parmi*

⌘ MCOMU1302	Séminaire de recherche en communication	Sophie Del Fa	EN [q2] [30h+10h] [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

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

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

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<https://uclouvain.be/fr/facultes/espo/comu>

Website

Academic supervisor: [Andrea Catellani](#)

Other academic Supervisor(s)

- [Andrea Catellani](#)

Jury

- Président de jury: [Philippe Scieur](#)
- [Sébastien Fevry](#)

Useful Contact(s)

- Informations pour les futurs étudiants (Nicolas Hurtado de Jesus - tél. +32 (0)65 323 327): info-mons@uclouvain.be
- studies management officer: [Tatiana Nikitina](#)

