



## COMM2M1 - Introduction

### Introduction

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## COMM2M1 - Teaching profile

### Learning outcomes

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On successful completion of this programme, each student is able to :

CG1.

CG2.

CG3.

CG4.

CG5.

## COMM2M1 Programme

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## 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	<a href="#">Audit, évaluation et intervention en communication</a>	François Lambotte	(FR) [q1] [30h] [5 Credits] 🌐
○ MCOMU2112	<a href="#">Stratégies de communication et communication de crise</a>	Damien Renard	(FR) [q1] [30h] [5 Credits] 🌐
○ MCOMU2110	<a href="#">Communication d'intérêt général et publics citoyens</a>	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	<a href="#">Stratégies d'audience et stratégies en médias digitaux</a>	Jean-Michel Depasse	(FR) [q1] [30h] [5 Credits] 🌐
○ MCOMU2113	<a href="#">Sémiotique du web</a>	Andrea Catellani	(FR) [q1] [30h] [5 Credits] 🌐
○ MCOHD2003	<a href="#">Internet &amp; Communication</a>		



## MONS - COMMUNICATION ET PRODUCTION DE CONTENU WEB (OPTION DE BASE) [15.0]

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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, ...)

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

### o Content:

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

## Supplementary classes


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**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

PK [q2] [30h+20h] [5 Credits] 

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## The programme's courses and learning outcomes

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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

- > [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
<b>UCLouvain Bachelors</b>			
		Direct access	
		Direct access	
		Access with additional training	
		Access with additional training	
		Direct access	
		Access with additional training	
		<a href="#">Access based on application</a>	
		<a href="#">Access based on application</a>	
<b>Others Bachelors of the French speaking Community of Belgium</b>			
		Direct access	
		<a href="#">Access based on application</a>	
		<a href="#">Access based on application</a>	
<b>Bachelors of the Dutch speaking Community of Belgium</b>			
		Direct access	
		<a href="#">Access based on application</a>	
		<a href="#">Access based on application</a>	
<b>Foreign Bachelors</b>			
		<a href="#">Access based on application</a>	
		<a href="#">Access based on application</a>	

### Non university Bachelors

> Find out more about [links](#) to the university

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**Holders of a 2nd cycle University degree**

Diploma	Special Requirements	Access	Remarks
"Licenciés"			

## Evaluation

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*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

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### Curriculum Management

