

**At Bruxelles Saint-Louis - 180 credits - 3 years - Day schedule - In French**  
 Dissertation/Graduation Project : **NO** - Internship : **NO**  
 Activities in English: **YES** - Activities in other languages : **YES**  
 Activities on other sites : **YES**  
 Main study domain : **Information et communication**  
 Organized by: **Faculty of Economics, Social and Political Sciences and Communication Saint-Louis (ESPO-SaintLouis)**  
 Programme acronym: **COTB1BA** - Francophone Certification Framework: 6

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## COTB1BA - Introduction

### Introduction

#### Introduction

Having a bachelor's degree in information and communication in a **trilingual French-English-Dutch programme** is an asset in an increasingly global society. This trilingual programme is the only one of its kind in French-speaking Belgium. It is offered at the **Saint-Louis - Bruxelles campus**.

Are you interested in the world around you and the way in which information, media, digital technologies and social relations in our society are evolving? The bachelor's degree in information and communication at the Saint-Louis - Bruxelles campus offers you an undergraduate education which prepares you optimally for a master's degree leading to careers in information and communication (journalist, communications manager, multimedia project manager, digital network manager, etc.). The bachelor's degree covers **five main areas**:

1. the **academic theories** of information and communication;
2. **the Belgian, European and international media world**;
3. **a broad background in the humanities and social sciences**, including political science, sociology, anthropology, economics and law – among other disciplines;
4. **the implementation of knowledge**, for example through reading seminars, practical work or workshops to create information or communication productions;
5. **language instruction**. Proficiency in several languages is a prerequisite and an asset for your studies and career in information and communication. In addition to learning and perfecting their skills in English and Dutch, students in the trilingual programme in information and communication take classes in English and Dutch.

Through this range of skills, the bachelor's degree in information and communication offers you the chance to widen your perspective by fine-tuning your analytical view of the world and by providing you with a varied academic and cultural background. It gives you the opportunity to acquire concrete skills in information research, data analysis, written and oral communication, and languages other than French. As of the first year, students are asked to work individually and in groups. The analysis of everyday subjects and events (social networks, disinformation, the role of journalists in our society, communications management of crises (health, economic, political, etc.), the use of digital technologies, etc.) is one of the strengths of our programme.

At the end of their bachelor's degree, students will have the ability to identify the issues at stake in a given situation and analyse them from an information and communication perspective. They will therefore be able to put in place concrete, relevant and innovative ways to address them and meet the challenges facing our society.

#### Your profile

The trilingual French-English-Dutch bachelor's degree in information and communication is for you if...

- you are interested in the humanities and social sciences in general, and information and communication issues in particular;
- you are interested in current topics and issues, and in putting them into perspective;
- you would like to develop your critical thinking skills, your ability to search for and reproduce information, and your communication skills;
- you are looking for an extensive programme which leads to several different opportunities;
- you have a basic knowledge of English and Dutch, allowing you to take courses in English and Dutch.
- There is no selection process for multilingual programmes.
- However, a written language test is held at the beginning of the year. It is used as a guide to assess language skills and to recommend or advise against a bilingual or trilingual programme.
- In the event of difficulties, there is the option to return to the unilingual programme in French, with language courses.

#### Your future job

After completing a master's degree in information and communication, our graduates have a wide range of career opportunities:

- Print, radio, television or internet journalism: local, national and international daily news, periodicals (magazines), etc.
- Corporate communication, political communication, internal communication, external communication, public relations, etc.
- Digital communication: social network management, online community moderation, multimedia project management, digital strategy, etc.
- Lobbying, marketing, advertising management
- Designing information systems (e.g. databases), auditing information management and quality in companies, government agencies, etc.
- Socio-educational communication: educational media design, science popularisation, media, information and digital literacy, etc.
- Teaching and academic research (under certain conditions, access to 3rd cycle or doctoral studies).

#### Your programme

The trilingual French-English-Dutch bachelor's degree in information and communication is made up of lecture-based course units, with introductory courses in the humanities and social sciences (philosophy, law, history, economics, psychology, sociology, political science, information and communication), sometimes accompanied by more 'hands-on' learning activities, as well as lessons in academic methodology, which are also accompanied by practical work. The workshop organised in year 3 allows students to carry out a research project (in small groups) leading to a production possibly intended for stakeholders outside the university. Finally, the programme provides a practical and reflective introduction to the principles of journalistic writing and multimedia communication. Bachelor's degree students also receive high-quality language instruction.

#### The trilingual French-English-Dutch programme

Two course units are taught in English and two course units are taught in Dutch for each year of the programme. The courses are usually taught by faculty members who are native English or Dutch speakers or who have completed all or part of their university studies in English or Dutch.

- First year: Analyse van de media-instellingen (<https://uclouvain.be/cours-2023-bpols1115>), Sociologie (<https://uclouvain.be/cours-2023-bespo1161>) (NL), Political Science (<https://uclouvain.be/cours-2023-bespo1165>), Geopolitics (<https://uclouvain.be/cours-2023-bespo1164>).
- Second year: Intercultural communication (<https://uclouvain.be/cours-2023-bcomu1213>), Mediarecht (<https://uclouvain.be/cours-2023-bdrnl1270>), Economie 1 (<https://uclouvain.be/cours-2023-bespo1177>) (NL), Economics 2 (<https://uclouvain.be/cours-2023-bpols1127>) (EN).
- Third year: Corporate Communication and Public relations (<https://uclouvain.be/cours-2023-bcomu1211>), International Communications (<https://uclouvain.be/cours-2023-bcomu1313>), Media en Politiek (<https://uclouvain.be/cours-2023-bpols1320>), Marketing (<https://uclouvain.be/cours-2023-becge1324>) (NL).

In addition, students continue to perfect their language skills by taking English and Dutch courses in first, second and third year. These language course units focus on the progressive acquisition of skills for dealing with a variety of situations, particularly in the context of information and communication. They are held in small groups and are aimed at an active approach based on multiple listening comprehension and oral expression exercises.

Furthermore, during the second term of the third year, students may take part in an [Erasmus or equivalent exchange](#) at a partner university whose programmes are taught in a language other than French, with which the faculty has established an agreement.

(<https://uclouvain.be/cours-2023-bespo1161>) (NL), (<https://uclouvain.be/cours-2023-bespo1165>), (<https://uclouvain.be/cours-2023-bespo1164>).

## COTB1BA - Teaching profile

### Learning outcomes

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### Programme structure

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The trilingual French-English-Dutch bachelor's degree in information et communication is a first-cycle programme es



o Group Project

● BPOLS1352	Multidisciplinary workshop 🟡	Benjamin Denis Marie Dufrasne Sophie Jacquot Emmanuelle Lenel Renaud Maes (compensates Abraham Franssen)
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Year

1 2 3

⊗ BECGE1216	Human Resource Management	Ralf Caers	EN [q2] [30h] [5 Credits]			X
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⊗ Personal choice of one course unit among :

⊗ 321	Society and Environment	Benedikte Zitouni	EN [q2] [30h] [5 Credits]			X
⊗	Society and environment	Benedikte Zitouni	NE [q2] [30h] [5 Credits]	X		X
⊗	International Communication in a Multicultural Context	Thomas Jacobs				



## Course prerequisites

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](https://uclouvain.be/fr/decouvrir/rgee.html) (<https://uclouvain.be/fr/decouvrir/rgee.html>).

### # Prerequisites list

**BANGL1292** "Anglais II" has prerequisite(s) BANGL1192

- BANGL1192 - [English I](#)

**BANGL1392** "Anglais III" has prerequisite(s) BANGL1292

- BANGL1292 - [English II](#)

**BCOMU1211**

- BNEER1382** "[Néerlandais III](#)" has prerequisite(s) BNEER1282
- BNEER1282 - [Dutch II](#)
- BPOLS1233** "[Méthodes quantitatives II: Statistique](#)" has prerequisite(s) BPOLS1231
- BPOLS1231 - [Approach and methods in social sciences](#)
- BPOLS1252** "[Questions spéciales d'anthropologie](#)" has prerequisite(s) BESPO1161 OU BPOLS1111
- BESPO1161 - [Sociology](#)
  - BPOLS1111 - [Anthropology](#)
- BPOLS1320** "[Media en politiek](#)" has prerequisite(s) BESPO1165 OU BPOLS1110
- BESPO1165 - [Political Science](#)
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**BSPOL1316** "Système politique européen" has prerequisite(s) BESPO1165

- BESPO1165 - [Political Science](#)

**BSPOL1322** "Analyse de l'action publique" has prerequisite(s) BESPO1165 OU BESPO1161

- BESPO1165 - [Political Science](#)
- BESPO1161 - [Sociology](#)

## 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.

## Detailed programme per annual block

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○ BESPO1164	Geopolitics	Jeroen Joly	FB [q2] [30h] [5 Credits] 🌐
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### ○ Computer Science and Quantitative Methods

○ BPOLS1150	Introduction to university work in social sciences	Karine Dejean (coord.) Marie Dufrasne	FB [q1] [22.5h +15h] [5 Credits] 🌐
○ BPOLS1231	Approach and methods in social sciences	Karine Dejean Emmanuelle Lenel (compensates Nicolas Marquis)	FB [q2] [22.5h +15h] [5 Credits] 🌐

### ○ Languages



## COTB1BA - 2ND ANNUAL UNIT

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- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 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 \(objectives, methods, evaluation...\)](#)

### o Content:

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#### o Information and Communication

● BCOMU1310	Semiotics ■	Semiotics ■
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■ Activity with requisites

○ BNEER1282

Dutch II

Isolde Boutsen (coord.)  
Barbara Fraipont  
Pauline Heyvaert

**COTB1BA - 3RD ANNUAL UNIT**

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 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:****o Information and Communication**

● BCOMU1318	Multimedia communication and Web technologies ■	Olivier Rasquinet	FR [q1] [45h] [5 Credits] 🌐
● BCOMU1316	Issues and practices of journalism ■	Marie Dufrasne	FR [q1] [30h +15h] [5 Credits] 🌐
● BCOMU1211	Corporate communication and public relations ■	Thomas Jacobs	FR [q1] [30h] [5 Credits] 🌐
● BCOMU1313	International communications ■	Georgios Terzis	FR [q2] [30h] [5 Credits] 🌐
● BPOLS1320	Media and politics ■	Dave Sinardet	FR [q2] [30h] [5 Credits] 🌐

⊗ Students may add the Social-history of media and/or Public space, knowledge and media courses to their block 3 programme or replace them with optional courses (with constant credits).

⊗ BCOMU1212	Social-history of media ■	Geoffroy Patriarche	FR [q2] [30h] [5 Credits] 🌐
⊗ BCOMU1317	Public space, knowledge and media ■	Marie Dufrasne	FR [q2] [30h] [5 Credits] 🌐

**o Other Human and Social Sciences**

⊗ BECGE1324	Marketing <i>Students must register to "Marketing" or replace it by optional course unit in dutch (keeping the number of credits unchanged).</i>	Irene Roozen	NL [q1] [30h +15h] [5 Credits] 🌐
● BPOLS1124	Moral Philosophy	Raphaël Gély	FR [q1] [30h] [5 Credits] 🌐
● BPOLS1125	General and Social Psychology	Karine Dejean (coord.) Mauricio Garcia Penafiel	FR [q2] [45h] [5 Credits] 🌐

**o Computer Science and Quantitative Methods**

● BPOLS1331	Quantitative methods III: data analysis ■	Pierre-Olivier Robert (compensates Nicolas Marquis)	FR [q1] [30h +15h] [5 Credits] 🌐
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o Group Project

o BPOLS1352

Multidisciplinary workshop 🟡

Benjamin Denis  
Marie Dufrasne  
Sophie Jacquot  
Emmanuelle Lenel  
Renaud Maes





⌘ BROMA1215



- For any secondary school diploma **from a European Union country**, the admission request must contain the equivalence of your diploma or, at the very least, proof of the filing of the equivalence request with the Wallonia-Brussels Federation (French Community of Belgium). For any information relating to obtaining an equivalence, please refer to [the following site](#).
- For any secondary school diploma **from a country outside the European Union**, the admission application must contain the [equivalence of your diploma](#) issued by the Wallonia-Brussels Federation (French Community of Belgium). If you have a restrictive equivalence for the programme of your choice, in addition of it, you **must** have either the [DAES](#) or a certificate of successful



- [Master \[120\] in Multilingual Communication](#)

Other master's degrees are also available on completion of additional courses.

Master's studies can be pursued at UCLouvain, Louvain-la-Neuve campus, or at another university in Belgium or elsewhere in Europe.

## Contacts

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### Faculty administration

02 211 78 79 - [espo-slb@uclouvain.be](mailto:espo-slb@uclouvain.be)

Office: Ommegang 6 - 2nd floor - office OM 205

Opening hours: Monday to Thursday, 10am to 12.30pm

### Curriculum Management

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

Academic supervisor: [Thomas Jacobs](https://uclouvain.be/repertoires/thomas.jacobs) (<https://uclouvain.be/repertoires/thomas.jacobs>)

Jury

- president: [Yannick Vanderborght](https://uclouvain.be/repertoires/yannick.vanderborght) (<https://uclouvain.be/repertoires/yannick.vanderborght>)
- secretary: [Marie DufRASne](https://uclouvain.be/repertoires/marie.dufRASne) (<https://uclouvain.be/repertoires/marie.dufRASne>)
- Third member: [Karine Dejean](https://uclouvain.be/repertoires/karine.dejean) (<https://uclouvain.be/repertoires/karine.dejean>)

