

COAB1BA - Introduction

Introduction

Introduction

Having a bachelor's degree in information and communication in a **bilingual French-English programme** is an asset in an increasingly global society. This bilingual 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 bilingual programme in information and communication take classes in English.

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 bilingual French-English 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, allowing you to take courses in English.

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 bilingual French-English 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 bilingual French-English programme

COAB1BA - Teaching profile

Learning outcomes

Programme structure

The bilingual French-English bachelor's degree in information et communication is a **first-cycle programme** (a 'transition' bachelor's degree), consisting of 180 credits spread over three years (60 credits per year). It prepares students for a number of master's degree programmes in the second cycle in the field of information and communication.

The bachelor's degree programme has a **strong interdisciplinary component**, especially in the first year, for students at the Saint-Louis - Bruxelles campus in information and communication, political science, sociology and anthropology (the year 1 programme includes two course units from each discipline). This first year facilitates reorientations at the beginning of the programme: students can change their orientation in year 2 to one of the other two programmes without having to make up any course units.

Specialisation in information and communication becomes more pronounced as students progress through the bachelor's programme, thanks to an ever-increasing number of specialised course units. **Methodological instruction** (university work, documentary research and the scientific method) is provided throughout the bachelor's degree.

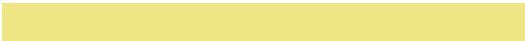
COAB1BA Programme

Detailed programme by subject

- 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	3
○ BCOMU1212	Social-history of media 🇫🇷 <i>Students may include the "Social-history of media" teaching unit in their Block 3 programme or replace it with an optional teaching unit (with constant credits).</i>	Geoffroy Patriarche	FR [q2] [30h] [5 Credits] 🌐			X
○ BCOMU1318	Multimedia communication and Web technologies 🇫🇷	Olivier Rasquinet	FR [q1] [45h] [5 Credits] 🌐			X
○ BCOMU1316	Issues and practices of journalism 🇫🇷	Marie Dufrasne	FR [q1] [30h+15h] [5 Credits] 🌐			X
○ BCOMU1211	Corporate communication and public relations 🇫🇷	Thomas Jacobs	FR [q1] [30h] [5 Credits] 🌐			X
○ BCOMU1317	Public space, knowledge and media 🇫🇷					



				Year		
				1	2	3
⌘ BROMA1100	European Comparative Literature	Matilde Manara (compensates Isabelle Ost)	PK [q2] [45h] [5 Credits]			x
⌘ BSOCA1313	Historical sociology of European integration	Florence Delmotte	PK [q2] [30h] [5 Credits]			x
⌘ BROMA1215	Literary theories	Isabelle Ost				

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

- BPOLS1114 - [Communication science](#)
- BNEER1282** "[Dutch II](#)" has prerequisite(s) BNEER1183
- BNEER1183 - [Dutch I](#)
- BNEER1382** "[Dutch III](#)" has prerequisite(s) BNEER1282
- BNEER1282 - [Dutch II](#)
- BPOLS1233** "[Quantitative methods II: statistics](#)" has prerequisite(s) BPOLS1231
- BPOLS1231 - [Approach and methods in social sciences](#)
- BPOLS1252** "[Anthropology: special topics](#)" has prerequisite(s) BESPO1160 OR BPOLS1111
- BESPO1160 - [Sociology](#)
- BPOLS1111 - [Anthropology](#)
- BPOLS1320** "[Media and politics](#)" has prerequisite(s) BESPO1165 OR BPOLS1114
- BESPO1165 - [Political Science](#)
- BPOLS1114 - [Communication science](#)
- BPOLS1321** "[Society and Environment](#)" has prerequisite(s) BESPO1165 OR BESPO1160
- BESPO1165 - [Political Science](#)
- BESPO1160 - [Sociology](#)
- BPOLS1330** "[Quantitative methods I: data production](#)" has prerequisite(s) BPOLS1231
- BPOLS1231 - [Approach and methods in social sciences](#)
- BPOLS1331** "[Quantitative methods III: data analysis](#)" has prerequisite(s) BPOLS1233 AND BPOLS1330
- BPOLS1233 - [Quantitative methods II: statistics](#)
- BPOLS1330 - [Quantitative methods I: data production](#)
- BPOLS1352** "[Multidisciplinary workshop](#)" has prerequisite(s) BPOLS1231 AND BPOLS1330 AND BSOCA1330
- BPOLS1231 - [Approach and methods in social sciences](#)
- BPOLS1330 - [Quantitative methods I: data production](#)
- BSOCA1330 - [Field methods: observation and interviews](#)
- BSOCA1210** "[Sociology of culture](#)" has prerequisite(s) BESPO1160
- BESPO1160 - [Sociology](#)
- BSOCA1211** "[Analysis of sociological theories](#)" has prerequisite(s) BESPO1160
- BESPO1160 - [Sociology](#)
- BSOCA1310** "[The Sociology of Collective Action](#)" has prerequisite(s) BESPO1160
- BESPO1160 - [Sociology](#)
- BSOCA1312** "[Socio-anthropology of the symbolic](#)" has prerequisite(s) BESPO1160
- BESPO1160 - [Sociology](#)
- BSOCA1313** "[Historical sociology of European integration](#)" has prerequisite(s) BESPO1160
- BESPO1160 - [Sociology](#)
- BSOCA1314** "[Society and environment](#)" has prerequisite(s) BESPO1165 OR BESPO1160
- BESPO1165 - [Political Science](#)
- BESPO1160 - [Sociology](#)
- BSOCA1315** "[Analysis and theories of power](#)" has prerequisite(s) BESPO1165 OR BESPO1160 OR BPOLS1114
- BESPO1165 - [Political Science](#)
- BESPO1160 - [Sociology](#)
- BPOLS1114 - [Communication science](#)
- BSOCA1330** "[Field methods: observation and interviews](#)"

○	DLS1111	Anthropology	Jean-Pierre Delchambre	EN [q2] [30h +9h] [5 Credits] 
○	BESPO1164	Geopolitics	Jeroen Joly	EN [q2] [30h] [5 Credits] 

○ **Computer Science and Quantitative Methods**



● BNEER1282	Dutch II  <i>Student who replaced the course unit of Dutch I the First Year by Dutch for Beginners I or Spanish I should follow the Second Year, the same course unit, higher level (Dutch for Beginners II or Spanish II). Additional informations are available at the Faculty secretariat.</i>	Isolde Boutsen (coord.) Astrid De Munter (coord.) Barbara Fraipont	NU [q1+q2] [0h +60h] [5 Credits] 
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COAB1BA - 3RD ANNUAL UNIT

- 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:**o Information and Communication**

○ BCOMU1212	Social-history of media ■ <i>Students may include the "Social-history of media" teaching unit in their Block 3 programme or replace it with an optional teaching unit (with constant credits).</i>	Geoffroy Patriarche	(FR) [q2] [30h] [5] Credits 🌐
○ 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 🌐
○ BCOMU1317	Public space, knowledge and media ■	Marie Dufrasne	(FR) [q2] [30h] [5] Credits 🌐
○ BCOMU1313	International communications ■	Georgios Terzis	(FR) [q2] [30h] [5] Credits 🌐

o Other Human and Social Sciences

○ BESPO1360	Ethics and the economy ■	Yannick Vanderborght	(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 ■	Philippe Huynen (compensates Nicolas Marquis)	(FR) [q1] [30h +15h] [5] Credits 🌐
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o Group Project

○ BPOLS1352	Multidisciplinary workshop ■	Benjamin Denis Marie Dufrasne Sophie Jacquot Emmanuelle Lenel Renaud Maes (compensates Abraham Franssen) Youri Vertongen	(FR) [q1+q2] [30h] [5] Credits 🌐
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o Languages

- Choose one course among the following :

✂ BS POL1211	Political sociology 📄	Johan Wets	NL
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COAB1BA - Information

Access Requirements

Decree of 7 November 2013 defining the landscape of higher education and the academic organization of studies.

The admission requirements must be met prior to enrolment in the University.

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](#)
- [Access based on validation of professional experience](#)
- [Special requirements to access some programmes](#)

General access requirements

Except as otherwise provided by other specific legal provisions, admission to undergraduate courses leading to the award of a Bachelor's degree will be granted to students with one of the following qualifications :

1. A Certificate of Upper Secondary Education issued during or after the 1993-1994 academic year by an establishment offering full-time secondary education or an adult education centre in the French Community of Belgium and, as the case may be, approved if it was issued by an educational institution before 1 January 2008 or affixed with the seal of the French Community if it was issued after this date, or an equivalent certificate awarded by the Examination Board of the French Community during or after 1994;
2. A Certificate of Upper Secondary Education issued no later than the end of the 1992-1993 academic year, along with official documentation attesting to the student's ability to pursue higher education for students applying for a full-length undergraduate degree programme;
3. A diploma awarded by a higher education institution within the French Community that confers an academic degree issued under the above-mentioned Decree, or a diploma awarded by a university or institution dispensing full-time higher education in accordance with earlier legislation;
4. A higher education certificate or diploma awarded by an adult education centre;
5. A pass certificate for one of the [entrance examinations](#) organized by higher education institutions or by an examination board of the French Community; this document gives admission to studies in the sectors, fields or programmes indicated therein;
6. A diploma, certificate of studies or other qualification similar to those mentioned above, issued by the Flemish Community of Belgium, the German Community of Belgium or the Royal Military Academy;
7. A diploma, certificate of studies or other qualification obtained abroad and deemed equivalent to the first four mentioned above by virtue of a law, decree, European directive or international convention;

Note:

Requests for equivalence must be submitted to the Equivalence department ([Service des équivalences](#)) of the Ministry of Higher Education and Scientific Research of the French Community of Belgium in compliance with the official deadline.

The following two qualifications are automatically deemed equivalent to the Certificate of Upper Secondary Education (Certificat d'enseignement secondaire supérieur – CESS):

- European Baccalaureate issued by the Board of Governors of a European School,

- 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

Teaching method

In addition to traditional lectures, which take place in moderate-sized auditoriums, the faculty has implemented active teaching practices which encourage the use and development of theoretical, methodological and analytical skills.

Furthermore, the information and communication programme includes more 'practical' learning activities, for example in the form of seminars or workshops based on student contributions and held in small groups. This allows students to be in close contact with professors and teacher-researchers within small working groups, and to implement approaches which make concrete use of the knowledge acquired during the programme. Professors also use digital technologies to promote interactivity with students during lectures. All of these measures are implemented during the first term of year 1, allowing students to get used to university studies at a reasonable pace.

Methodological assistance

The Saint-Louis - Bruxelles campus places great importance on educational support for all bachelor's programmes. The Academic Guidance Service (AGS) offers a range of learning support activities and is available to meet students who wish to do so.

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".

Assessments are generally carried out by means of an examination. In the case of seminars, they take into account the grades received for work submitted over the course of the year. Examinations are either written (for courses given to large groups of students) or oral. They focus not only on knowledge of the subject matter, but also on a student's ability to apply it to topics not discussed during the course.

Three exam sessions are organised during the academic year, in January, June and August/September. First-year students who do not achieve passing grades in the January session have up to two opportunities to retake specific examinations, in June and/or September.

Mobility and/or Internationalisation outlook

Erasmus exchange programme

UCLouvain Saint-Louis - Bruxelles has exchange agreements with universities outside the French-speaking community of Belgium. These agreements allow students to take part of their bachelor's degree programme at a partner university while remaining enrolled at UCLouvain Saint-Louis - Bruxelles. Conversely, students from partner universities may take part of their bachelor's programme at UCLouvain Saint-Louis - Bruxelles.

Three types of exchange are available to students at the Saint-Louis - Bruxelles campus:

- **Erasmus exchanges** with universities in European Union countries
- **Erasmus Belgica exchanges** with Dutch-language Belgian universities
- **exchanges with universities outside Europe**, on the basis of bilateral agreements

Information and communication students can take part in an Erasmus exchange during the second term of year 3. Find out more about the [destinations](#).

The exchange programme is equivalent to approximately 30 credits. Students who take part in an Erasmus exchange during year 3 may also take part in another Erasmus stay during their master's degree.

Language study grants

The faculty awards grants to students for language courses in various destinations during the summer. The selection of candidates is based on their results and motivation.

Possible trainings at the end of the programme

The bachelor's degree in information and communication gives direct access to the following master's degree programmes:

- [Master \[120\] in Journalism](#)
- [Master \[120\] in Communication](#)
- [Master \[120\] in Information and Communication Science and Technology](#)
- [Master \[120\] in Communication Strategy and Digital Culture \(shift schedule\)](#) (master conjoint ISFSC - UCLouvain Saint-Louis – Bruxelles, horaire décalé)
- [Master \[120\] in Performing Arts](#)
- [Master \[120\] in European Studies](#)

Graduates of the bachelor's degree in information and communication also have access to the following programmes under certain conditions:

- [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

Faculty administration

02 211 78 79 - 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](#)

Jury

- president: [Yannick Vanderborght](#)
- secretary: [Thomas Jacobs](#)
- Third member: [Karine Dejean](#)

