

COMB2M - Introduction

Introduction

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As a (future) communicator, would you like to develop appropriate and effective communication strategies based on a professional and creative command of digital technology? Then this master's degree is for you!

The master's degree [120] in communication strategy and digital culture (evening programme) (abbreviated to 'communication strategy') is designed to provide communicators with a strategical and critical understanding of communication. It

Final paper

Students are also required to write a final paper in which they discuss topics covered during the master's programme.

The final paper demonstrates the student's ability to make use of highly specialised knowledge at the interface of different fields, and to carry out personal and original research leading to new knowledge, new procedures and new practices. Through their final paper, students show that they are able to develop their own expertise, contributing to new knowledge, professional practices and strategies in different fields (see level 7 of the Cadre Francophone des Certifications).

The final paper and the support seminar account for a large part of the programme, corresponding to a total of 23 credits spread over two years.

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...)

Year

1 2

○ Teaching units developing theoretical knowledge

○ BCOMU2201	Identities and social ties in digital social environments	
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INTERNSHIP [120.0]

- 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
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Year

1 2

○ Choose one teaching unit dedicated to professional integration

○ BCOMU2116	Internship in communication strategy	Nathalie Van Cauberg	FR [q1+q2] [] [13 Credits] 🌐		x
⊗ BCOMU2117	Research placement	Geoffroy Patriarche	FR [q1+q2] [15h] [13 Credits] 🌐		x

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 block of their Masters programme, students must take supplementary classes chosen by the faculty to satisfy course prerequisites.

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⊗ Choice of a teaching unit from :

⊗ BPOLS1110	Communication science	Geoffroy Patriarche	FR [q1] [30h+6h] [5 Credits] 🌐
⊗ BPOLS1114	Communication science	Thomas Jacobs Elke Mahieu (compensates Thomas Jacobs)	EN [q1] [30h+15h] [5 Credits] 🌐
⊗ BCOMU1318	Multimedia communication and Web technologies	Olivier Rasquinet	FR [q1] [45h] [5 Credits] 🌐
⊗ BCOMU1250	Media reception and media use	Geoffroy Patriarche	FR [q1] [30h+14h] [5 Credits] 🌐

⊗ Choice of a teaching unit from:

⊗ BCOMU1210	
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⌘ Choice of a teaching unit from:

⌘ BCOMU1211	Corporate communication and public relations	Thomas Jacobs	FR [q1] [30h] [5 Credits]
⌘ BCOMU1315	Communication and organisations	Agnès d'Arripe	FR [q1] [30h] [5 Credits]
⌘ BSOCA1330	Field methods: observation and interviews	Emmanuelle Lenel	FR [q1] [30h] [5 Credits]
⌘ BHDPO1230	Research methods in social sciences	Renaud Maes	FR [q1] [45h] [10 Credits]
⌘ BHDPO1231	Statistics and analysing data	Renaud Maes (compensates Nicolas Marquis)	FR [q1] [45h+15h] [10 Credits]

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**

BA en communication - crédits supplémentaires entre 30 et 45
 BA en e-business - crédits supplémentaires entre 30 et 45
 BA en écologie sociale - crédits supplémentaires entre 30 et 45
 BA en écriture multimédia - crédits supplémentaires entre 30 et 45
 BA en gestion des ressources humaines - crédits supplémentaires entre 30 et 45
 BA en informatique, orientation développement d'applications - crédits supplémentaires entre 30 et 45
 BA en marketing - crédits supplémentaires entre 30 et 45
 BA en publicité - crédits supplémentaires entre 30 et 45
 BA en relations publiques - crédits supplémentaires entre 30 et 45

Holders of a 2nd cycle University degree

Diploma	Special Requirements	Access	Remarks
"Licenciés"			
		Direct access	
Masters			
		Direct access	
		Access based on application	
		Access based on application	
		Access based on application	

Access based on validation of professional experience

> It is possible, under certain conditions, to use one's personal and professional experience to enter a university course without having the required qualifications. However, validation of prior experience does not automatically apply to all courses. Find out more about [Validation of priori experience](#).

Access based on application

Access based on application : access may be granted either directly or on the condition of completing additional courses of a maximum of 60 ECTS credits, or refused.

Admission and Enrolment Procedures for general registration

Teaching method

The master's degree in communication strategy offers a wide range of learning, practical and professional activities (internships). Thanks to a team of contributors with varied expertise and experience, the programme combines advanced theoretical and methodological instruction with a solid grounding in the realities of the professional world.

The CUs of the programme alternate between traditional lectures and group analyses of topical issues or case studies (proposed by the lecturer and/or students). The themes addressed require students to keep abreast of developments in the constantly changing digital world. Teaching methods such as flip teaching, group experimentation and group work are also used. Generally speaking, the master's programme makes use of an active teaching method involving a lot of group work in sessions – as it happens in the professional field – and draws on students' interests, knowledge and experience.

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”.

A range of assessment methods are used. They may take the form of written or oral examinations, individual or group reports or assignments (research reports, strategic analyses and recommendations, internship reports, research dissertations, etc.), contributions to group research or experimentation, or even concrete projects (for further details, see the descriptions for each course unit).

Mobility and/or Internationalisation outlook

Erasmus 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 master's degree in communication strategy and digital culture at a partner university while remaining enrolled at UCLouvain Saint-Louis Bruxelles.

Two types of exchange are available to master's students:

- Erasmus exchanges with universities in European Union countries
- Erasmus Belgica exchanges with Dutch-language Belgian universities

The exchange programme is equivalent to approximately 30 credits. ERASMUS 'courses' take place during the first term of the second year. The list of proposed destinations is available via Moodle (Erasmus OUT Master Strat. Com. ISFSC/USLB).

Erasmus - Internship

Students can also take part in an ERASMUS 'internship' during the second term of the second year.

Possible trainings at the end of the programme

Graduates of the master's degree [120] in communication strategy and digital culture have a number of options open to them:

- Another study programme (master's 60 or 120, advanced master's degree, continuing education certificate), on completion of additional courses and subject to compliance with the admission requirements for these programmes as explained in [the course catalogue](#).
- The 3rd cycle of university studies in view of obtaining a doctorate. A [doctorate](#) (180 credits) includes doctoral training (60 credits), the writing of a doctoral thesis based on original, in-depth academic research, and the private and public defence of the thesis.
- A secondary school teaching degree ('agrégation de l'enseignement secondaire supérieur' – AESS – offered at [Louvain-La-Neuve](#) and [Mons](#) as an evening programme). The aim of the teaching degree in information and communication is to provide students with the knowledge and skills they need in order to have an effective start in the teaching profession and to keep pace with it.
- Prepare or redirect [their career path](#).

Contacts

Contact

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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

Jury

- president: [Geoffroy Patriarche](#)
- secretary: [Laurence Mundschau](#)

