

Learning outcomes

COMB2M - Teaching profile

The programme leads to a two-year master's degree in communication strategy and digital culture. It has been set up in line with the Decree defining the higher education landscape and academic organisation of studies (7/11/2013) and corresponds to level 7 of the European Qualifications Framework. The master's programme aims to develop the following skills and learning outcomes:

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

Compétence 1. Develop communication strategies which integrate the various aspects of digital culture.

1.1. Critically analyse the communication of an organisation, taking into account its sector of activity and its social, cultural, technological, economic and legal context.

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
-

INTERNSHIP [120.0]
Geoffroy Patriarche

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- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

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 us -1 0 9.35700035 Tm [(Media rel 1 1 h W n 1 Gips9 -1 cmdia 4284.463989 628.010986 4284.463989 628.010986 71.8		

⌘ 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**: 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.
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COMB2M - 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.

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	

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](#)

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](#)

