

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.

COMB2M - Teaching profile

Learning outcomes

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:

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

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

By the end of the programme, students will be able to use the communication of an organisation, taking into account its sector of activity and its social, cultural, technological, economic and legal context. They will be able to develop communication strategies which integrate the various aspects of digital culture.

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

INTERNSHIP [120.0]

Geoffroy Patriarche

- 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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- [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.

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

⊗ 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		

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](#).

Prerequisites list

BCOMU2109 "Laboratoire en culture numérique: explorations interdisciplinaires" has prerequisite(s) BCOMU2107

- BCOMU2107 - [Methodology in transmedia and cross-media communication](#)

BCOMU2218 "Mémoire et séminaire d'accompagnement au mémoire 2" has prerequisite(s) BCOMU2217

- BCOMU2217 - [Dissertation and dissertation support seminar 1](#)

The programme's courses and learning outcomes

For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies 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.

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.

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 Proc m 874e](#)

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

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](#)

