



CORP2M - Introduction

Introduction

Introduction

The **Master's in Communication** aims to train students, tomorrow's communicators, in communication professions. The programme enables them to acquire and develop skills in critical and strategic analysis of communication and to discover high-level professional techniques.

Objectives

- To train you in the communication professions thanks to a teaching team made up of academics and high-level professionals.
- To enable you to acquire theoretical and operational skills to be able to develop a strategic vision.
- To help you to build you an expert profile thanks to a wide choice of options.

The Master's degree is a comprehensive training to become a critical analyst and strategist of communication. It offers students the possibility to further specialise by choosing from four specialisations:

Specialisations of the Master in Communication:

Strategic Communication for Organisations (LLN)	The objectives of the "Strategic Communication of Organisations" specialisation are to train students in the issues of opinion, image and reputation in a changing world. This major aims to prepare future specialists in strategy and project management in the world of communication (https://uclouvain.be/prog-corp2m-lcorp203s)
Cultural industries studies	The aim of the "Cultural Industries Studies" major is to train students in the challenges facing the cultural industries in terms of representation, strategies and media innovations in a constantly evolving sector (https://uclouvain.be/prog-corp2m-lcorp203s).
Web strategy and communication (Mons)	The objectives of the "Web Strategy and Communication" specialisation are to train students in the media ecosystem, in particular the web, in order to be able to develop and conduct appropriate communication policies and strategies (https://uclouvain.be/prog-comm2m-mcomm302s)
Culture and communication (Mons)	The objectives of the "Culture and Communication" specialisation are to train students in the analysis of cultural productions and the implementation of communication policies and practices in the cultural sector (https://uclouvain.be/prog-comm2m-mcomm302s)

Advantages

- A tailor-made campus:
 - a particularly innovative and high-tech campus in Mons
 - an international and stimulating campus in Louvain-la-Neuve
- L'accès aux **réseaux** des anciens (alumni) UCLouvain et COMU
- Access to the UCLouvain and COMU alumni networks
- A pedagogical approach based on individual and collective projects and case studies;
- A tailor-made campus:
 - In Mons, it is based on advanced and individualised technological devices (usability lab, transmedia studio, social media lab, media and cultural institutions, etc.).
 - in Louvain-la-Neuve, it is based on the richness and dynamism of the city-university and on a network of partners in related fields (management, journalism, political science, information science and technology, European studies, media and cultural institutions, etc.)
- The opportunity to practice your skills in real conditions, thanks to a professional field experience, which ranges from a few months to an academic year.
- The opportunity to spend part of your programme abroad at one of our 45 partner universities in Europe, North America, South America and Asia.
- Cutting-edge research in communication.
- The possibility of following the master's degree in double graduation (with the University of Sherbrooke) or in triple graduation (with Sc Po Aix and the University of Sherbrooke).

International Masters

The possibility to follow the master in double degree (with the University of Sherbrooke) or in triple degree (with the University of Sc Po Aix and the University of Sherbrooke).

- Double Master's degree in International Strategic Communication.

Since the start of the 2018-2019 academic year, UCLouvain and the University of Sherbrooke (Canada) offer [a double degree \(master's/master's\) in international strategic communication](#).
- Triple Master's degree in International Political Communication and Democratic Risk.

Since the beginning of the academic year 2021-2022, UCLouvain, the University of Aix en Provence (France) and the University of Sherbrooke (Canada) offer [a triple degree \(master's degree\) in International Political Communication and Democratic Risk](#).

Master's degree in staggered timetable - in alternation

Since the beginning of the 2023-2024 academic year, a Master's degree in strategic communication is offered on the UCLouvain Fucam Mons site. Unique in Belgium, this Master's degree is the first Master's degree in communication to be offered on a sandwich course.

The work-study programme at the university offers students practical experience that prepares them for their future career, while allowing them to continue their university studies. Employers also benefit from this approach, as they can train potential employees while identifying early talent for their company. Work-linked students are paid/compensated for their work in the company.

More information on this programme can be found at: <https://uclouvain.be/prog-coam2m>

Your profile

The Master's degree in communication is aimed at students interested in communication jobs in the commercial, non-commercial, cultural, public and private sectors.

You are interested in:

- Communication in organisations
- Communication project management
- Strategic thinking around the implementation of a communication plan
- Acquiring practical skills in communication production on various media
- Media content analysis

Your future job

At the end of your communication studies, you will be able to work as as a communication manager019(Atrn6:inteous media)] TJ /F5 8 Tf 1 0 0 -1 82400

CORP2M - Teaching profile

Learning outcomes

The Master 120 in Communication trains communication specialists in various organisational, cultural, media and political fields. The students who have access to it have previously mastered the foundations and disciplinary theories of communication. The Master 120 aims to enable them to specialise in one of the major professional fields by choosing a field of study.

It offers :

- specialised training in one of the major professional fields of communication;
- a programme that combines theoretical and analytical mastery with practical training in high-level professional techniques
- an integrated approach based on projects, to be carried out individually or in groups, and case studies;
- a multidisciplinary look at the challenges of communication;
- the possibility of exercising their skills in real conditions, thanks to a field placement;
- the opportunity to spend part of their programme abroad.

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

CG Competences common to the School of Communication's 120 masters courses:

- CG1 Demonstrate a thorough understanding and mastery of the theoretical and historical frameworks of information and communication sciences.
- CG2 Analyse and evaluate communication objects and processes in different social, political and cultural contexts in order to account for their effectiveness and to uncover the social, political and cultural issues that drive them.
- CG3 Act appropriately, critically, ethically and creatively to manage a communication situation.

The student will be able to:

- GC3.1 - Question the scope of acts of information and communication in ethical terms and situate them in relation to law and ethics
- CG3.2 - Take a critical look at a media document by identifying its ideological content and analysing it and discussing its intended/ possible effects.
- CG3.3 - Express his/her ideas orally, in writing and through multimedia in a coherent and convincing way, respecting the ethics of his/her profession.
- CG4 - To make available relevant information or knowledge (political, economic, social...) adapted to the target audience and to interact constructively with the different actors involved in/by them.

The student will be able to:

- CG4.1 — Communicate, orally and in writing, in a relevant way on complex situations / subjects
 - CG4.1.1 — Select relevant information to analyse and compare given situations.
 - CG4.1.2 — Present information in a correct, structured, clear, precise and reasoned way (e.g. in reports, balance sheets, notes, minutes, etc.).
 - CG4.1.3 — Adapt communication (content and form) to the target audience and to the intentions according to the communication standards specific to the context (popularise, etc.).
- CG4.2 — Communicate in English, orally and in writing, in a clear, coherent and reasoned manner and with ease on general subjects or subjects related to the fields of information and communication sciences. (Level B2 of the Common European Framework of Reference).
- CG4.3 — Dialog, interact and negotiate constructively with a variety of interlocutors, including collaborators, decision-makers and target audiences.
- CG4.4 — Integrate and collaborate effectively within a team and/or with networked actors involved in a given situation.
- CG5 - To design and carry out a personal research project (dissertation), using a rigorous and critical scientific and methodological approach, to investigate a problem in information and communication sciences.

The student will be able to:

- CG5.1 - Define and specify a research problem by ensuring its contextualisation.
- CG5.2 - Carry out a critical synthesis of the literature on this problematic by making an active, critical and relevant use of information tools, primary and secondary sources.
- GC5.3 - Construct and implement a rigorous and relevant methodological system to address the issue.
- CC5.4 - Design and carry out, where appropriate, quantitative and/or qualitative empirical research, using appropriate analytical tools.
- CG5.5 - Develop an objective analysis and a spirit of synthesis enabling the parameters involved to be put into perspective and

- CG7 - To develop skills specific to a first concrete work experience (internship):

The student will be able to:

- GC7.1 - Position and exercise one's role and field of action within an organisation, interfacing with the various stakeholders (internal and external) and adapting to the context and operating logics.
- CG7.2 - Confront theory and practice in order to learn to take a critical look at the functioning of an organisation and/or a problematic situation on the one hand, and on the other hand, at the theory in relation to the reality in the field ("back and forth" between theories and practices).

Specific competences for the "Strategic communication of organisations":

The student will be able to:

- C-GCO-RP1 - Master the theoretical frameworks of strategic communication of organisations.
- C-GCO-RP2 - Master the main methods of analysis and research on the strategic communication of organisations.
- C-GCO-RP3 - Acquire strategic skills to develop, implement and evaluate organizational communication actions and campaigns, also from an economic point of view.
- C-GCO-RP4 - Know how to analyse the context of the digitalisation of communication, and how to adapt organisational communication strategies to this context.
- C-GCO-RP5 - Know the professional fields of strategic communication in organizations.
- C-GCO-RP6 - Master the concepts and principles of marketing, particularly in its communicative dimension.
- C-GCO-RP7 - Learn to evaluate the critical dimension of the strategic communication of organizations, knowing how to situate them in their social, political, technological, economic and historical context.
- C-GCO-RP8 - Learn to evaluate the ethical dimension of strategic communication in organizations, in order to promote responsible behaviour in concrete communication situations
- C-GCO-RP9 - Master the concepts and principles of corporate communication in organizations (market and non-market).
- C-GCO-RP10 - Learn to communicate in languages other than French (preferably English and Dutch) with a language adapted to the professional context of strategic communication in organisations.
- C-GCO-RP11 - Learn to apply the skills and knowledge accumulated in the study programme in the framework of the project courses, through teamwork for the realization of concrete projects in the field of organizational communication.

Competencies specific to the "Cultural Industries Studies" specialization

- G-GCO-IC1 - Master the theoretical frameworks of the cultural industries.
- G-GCO-IC2 - Master the main methods of analysis and research relating to media cultures.
- G-GCO-IC3 - Acquire strategic skills to develop, implement and evaluate projects related to the cultural industries (promotion, content development, programming...), also from an economic point of view.
- G-GCO-IC4 - Analyze the digitization of the cultural industries, and adapt organizational communication strategies to this sector.
- G-GCO-IC5 - Know the professional fields of the cultural industries.
- G-GCO-IC6 - Learn to evaluate the critical dimension of cultural and media productions, by knowing how to situate them in their social, political, technological, economic and historical context.
- G-GCO-IC7 - Learn to evaluate the ethical dimension of the workings and productions of the cultural industries, to encourage responsible behavior in concrete communication situations.
- G-GCO-IC8 - Learn to communicate in languages other than French (preferably English and Dutch), using language appropriate to the professional context of the cultural industries.
- G-GCO-IC9 - Learn to apply the skills and knowledge acquired in the program of study in project courses, through teamwork on concrete projects in the cultural industries.

Axial options

Axial option : Production in communication

- C-PROD1 1 Acquire scientific skills to analyse the media and forms used by the communication of organisations (commercial, non-commercial, public and private), by contextualising these media and forms.
- C-PROD1 2 Understand the complexity of the circulation of communicative productions in a multicultural and digitalized context.
- C-PROD1 3 Know how to identify the differences between the types of writing circulating in the professional field (editorial, company newspaper, web writing, press release, interview, etc.), and know how to produce these types of writing in a way that is adapted to the communication strategies of organisations and public relations.
- C-PROD1 4 Know how to combine the mastery of communicative writing with that of graphic design.

Axial option : Analysis and Evaluation in a Media Context

- C-PROD2 1 Know how to analyse emerging technical devices, by understanding the underlying technologies, the conditions of appearance and the societal consequences of these devices.
- C-PROD2 2 Understand and know how to use the encounter between narratives and media, including the themes of multimedia, adaptation and the passage of narratives from one medium to another.

Axial option : Controversy analysis and crisis communication"

- C-CONT 1 Understand forms of participation on the web and the use of digital technologies to foster participation
- C-CONT 2 Understand how to analyze forms of participation on the web through the prism of controversies
- C-CONT 3 Master the challenges of crisis communication and sensitive forms of communication (acceptability, sensitive subjects, sustainable development, militant communication).
- C-CONT 4 Implement effective crisis communications, adapted to the issues and types of organization (public or private, commercial or non-commercial), in the context of an interconnected, multicultural world.

Axial option : Media issues in communication

- C-ENJ 1 Master the challenges of dealing with the press and media in a digitized context.

- C-ENJ 2 Understand and master the specificities of public communication in relation to political communication and lobbying.
- C-ENJ 3 Analyze public communication and develop an appropriate strategy.
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- C-EURCOM-3 Develop understanding and knowledge of the theories used to explain the process of European integration.
- C-EURCOM-4 Learn to identify the key moments in European integration projects, to highlight individual and institutional variables, to measure the impact of economic factors and the external environment, and to understand the interactions with domestic political concerns.

Consumer Insights (LLN)

- C-COINS-1 Master the conceptual frameworks and factors that influence consumer behaviour and attitudes and be familiar with the main approaches to analysing consumer perceptions, behaviour and attitudes.
- C-COINS-2 Acquire skills for working in a context of cultural diversity.
- C-COINS-3 Develop mastery of a scientific and systematic approach to complex intercultural management situations.

Marketing Communication

- C-COMMKT-1 - Understand the role of communication in a marketing approach.
- C-COMMKT-2 - Combine creativity and strategic objectives.
- C-COMMKT-3 - Develop and use evaluation tools for marketing communication campaigns, carry out a market study

Professional Immersion

- C-COMIMPRO-1 - Step back critically from an organisational and communication reality to highlight the problems observed.
- C-COMIMPRO-2 - Manage the relationship with the partner and the members of his/her organisation.
- C-COMIMPRO-3 - Select, prioritise and operationalise recommendations.

Cultures and Society

- C-CULTSOC-1 Master the contributions of Anglo-Saxon and French sociology on the city and methods of analysing spaces.
- C-CULTSOC-2 Know the main areas of public policy in the cultural field and draw up an inventory of cultural policies in the Wallonia-Brussels Federation.
- C-CULTSOC-3 Know the dominant theoretical currents and paradigms in the field of cultural studies, and use this knowledge to analyse past and contemporary cultural approaches and productions.

Communication and ecological transition

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Communication and Content Production for the Web

- C-PROWEB-1 Understanding the impact of emerging technologies (mobile, big data, social networks) on work and management.
- C-PROWEB-2 Organise and manage an editorial strategy for the web (editorial manager).
- C-PROWEB-3 Use web tools to monitor and research information needed for editorial and media production.
- C-PROWEB-4 Design and develop editorial projects for the web.
- C-PROWEB-5 Understand the role of cognitive resources in the way Internet users use digital devices, in order to be able to take them into account in the realisation of a web communication strategy.

Competences specific to the in-depth aim

- Demonstrate the ability to analyse critically and in depth the media and the processes of information and communication in their complexity and interdisciplinary dimension
- Meet the need and acquire the theoretical and methodological means to take a relevant and informed reflective look at communication and its contemporary upheavals
- Forge the profile of a cross-disciplinary, multi-skilled communication expert who understands the challenges of contemporary media culture and is capable of providing critical expertise in all areas of communication
- Prepare for a specific career as a researcher in communication and media analysis

Programme structure

The programme is built as follows:

- a core curriculum (45 credits) comprising :
 - two language courses (6 credits)
 - activities related to the dissertation (25 credits),
 - an internship (10 credits),
 - a course in "Media and Communication Law" (4 credits);
 - a specialization of 30 credits (basic training);
 - options for a total of 45 credits, to be chosen among :
 - axial options allowing the student to deepen his/her training (15 to 30 credits)
 - programme options and cross-curricular options enabling students to open up their training to other complementary and interdisciplinary fields or to spend time abroad (15 to 30 credits).

CORP2M Programme

Detailed programme by subject

CORE COURSES [45.0]

- 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
- 🚫🌐 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

o Mémoire (25 credits)

○ LCOMU2910	Seminar : Support in Methodology	Joanne Jójczyk Thibault Philippette Olivier Standaert	FR [q1] [22.5h] [2 Credits] 🌐	X	
○ LCOMU2904A	Dissertation / Thesis - Thesis		FR [q2] [] [3 Credits] 🌐	X	
○ LCOMU2904B	Dissertation / Thesis - Thesis ■		FR [q1 or q2] [] [20 Credits] 🌐		X

o Langues (6 credits)

Les étudiants n'ayant jamais suivi de cours de Néerlandais en secondaire et à l'Université peuvent remplacer ce cours par un autre cours de langue de même niveau. (Allemand : LALLE2501 ou Espagnol : LESPA2600)

○ LNEER2501	Seminar of professional integration: Dutch - intermediate level	Marie-Laurence Lambrecht Lutgarde Schrijvers (coord.)	NL [q1+q2] [30h] [3 Credits] 🌐	X	
○ LANGL2601	English for Communication - Entry to Professional life	Céline Gouverneur (coord.) Marielle Henriët Lutgarde Schrijvers	EN [q1+q2] [30h] [3 Credits] 🌐	X	

o Stage (10 credits)

Rem: Si l'étudiant désire effectuer un second stage, c'est en surplus des 120 crédits de son programme de master. Le second stage sera valorisé pour 5 crédits.

○ LCOMU2920	Stage		FR [q1 or q2] [] [10 Credits] 🌐		X
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o Autres activités

○ LCOMU2701	Parcours multimédia	Nicolas Baudoux Sarah Devaux Yves Thiran			
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PROFESSIONAL FOCUS: COMMUNICATION STRATÉGIQUE DES ORGANISATIONS [30.0]

- 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
- 🌐 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

o Content:

Cette finalité vise à permettre aux étudiants de maîtriser les formes et les outils de la communication stratégique des organisations, en développant des compétences stratégiques, scientifiques et pratiques pour gérer des campagnes et des actions de communication pertinentes et efficaces.

○ LCOMU2360	Marketing digital	Damien Renard Aurélie Vachaudes (compensates Damien Renard)	(FR) [q2] [30h] [5 Credits] 🌐	X	
○ LCOMU2310	Organizations strategies and strategic communication	Sandrine Agie De Selsaeten Emmanuel Goedseels	(EN) [q1] [30h] [5 Credits] 🌐	X	
○ LCOMU2705	Communication des organisations alternatives	Sophie Del Fa	(FR) [q2] [30h] [5 Credits] 🌐	X	
○ LCOMU2706	Management de la communication	Catherine Alexandre Bruno Fierens	(FR) [q1] [30h] [5 Credits] 🌐	X	
○ LCOMU2615	Corporate communication	Damien Renard	(FR) [q1] [30h+15h] [5 Credits] 🌐	X	
○ LCOMU2710	Approche éthique et critique de la communication d'organisation <i>L'étudiant qui a déjà suivi la finalité approfondie verra avec le responsable de son programme par quelle activité remplacer LCOMU 2710.</i>	Lucile Bonnieux (compensates Andrea Catellani) Andrea Catellani	(FR) [q2] [22.5h] [5 Credits] 🌐	X	

PROFESSIONAL FOCUS: STUDY OF CULTURAL INDUSTRIES [30.0]

- 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
- 🌐 Not open to incoming exchange students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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OPTIONS

Options accessibles avec la finalité approfondie

- > [Choice of options](#) [en-prog-2024-corp2m-lcorp200o]

Options axiales

- > [Production in communication](#) [en-prog-2024-corp2m-lcorp212o]
- > [Analysis and evaluation in a transmedia context](#) [en-prog-2024-corp2m-lcorp213o]
- > [Controversy analysis and crisis communication](#) [en-prog-2024-corp2m-lcorp228o]
- > [Media issues in communication](#) [en-prog-2024-corp2m-lcorp229o]
- > [Web engineering](#) [en-prog-2024-corp2m-lcorp217o]
- > [Internal communication](#) [en-prog-2024-corp2m-lcorp230o]

Axial option Study of cultural industries

- > [Prototyping and content creation](#) [en-prog-2024-corp2m-lcorp221o]
- > [Art and digital writing](#) [en-prog-2024-corp2m-lcorp223o]
- > [Exploration of numerical worlds](#) [en-prog-2024-corp2m-lcorp224o]
- > [MONS - Immersion professionnelle](#) [en-prog-2024-corp2m-mcomm210o]

Options Programme

- > [Travail et organisation](#) [en-prog-2024-corp2m-lcorp206o]
- > [Communication of European Union](#) [en-prog-2024-corp2m-lcorp218o]
- > [Option Consumer Insights](#) [en-prog-2024-corp2m-lcorp210o]
- > [MONS - Marketing communication](#) [en-prog-2024-corp2m-mingm210o]
- > [MONS - Immersion professionnelle](#) [en-prog-2024-corp2m-mcomm210o]
- > [MONS- Cultures et société](#) [en-prog-2024-corp2m-lcorp220o]
- > [Communication and Ecological Transition](#) [en-prog-2024-corp2m-lcorp207o]

Options transversales accessibles aux masters 120 de l'Ecole de communication

- > [Ouverture "Ecole de journalisme de Louvain"](#) [en-prog-2024-corp2m-lcomu202o]
- > [Ouverture en communication socio-éducative](#) [en-prog-2024-corp2m-lcomu203o]
- > [Recherche en communication](#) [en-prog-2024-corp2m-lcomu204o]
- > [Communication multilingue](#)

PRODUCTION IN COMMUNICATION [15.0]

- 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
- 🌐 Not open to incoming exchange students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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

The activities in this option prepare students for the analysis and production of written materials, including their graphic layout, for use in communication practices.

This option is not available to students who choose the in-depth option.

CONTROVERSY ANALYSIS AND CRISIS COMMUNICATION [15.0]

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ART AND DIGITAL WRITING [15.0]

The activities in this option develop writing skills and an understanding of the issues involved in the circulation of media productions.

- 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

o Content:

● LCOMU2340	Communication writing and graphism	Romain Rihoux Antoine Servais	FR [q1] [22.5h+30h] [5 Credits] 🌐	X	X
● LROM2795	Electronic Literature: From the Hypertext Novel to twitterature	Isabelle Gribomont	FR [q1] [22.5h] [5 Credits] 🌐 > English-friendly	X	X

MONS - IMMERSION PROFESSIONNELLE [15.0]

- 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
- 🌐 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**o Content:**

● MCOMU2704



COMMUNICATION OF EUROPEAN UNION [15.0]cm q 1 0 5199

MONS - MARKETING COMMUNICATION [15.0]

- 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
- 🌐 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

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o Content:

● MCOMU2202	Marketing Communications	Karine Charry	(FR) [q1] [30h] [5 Credits] 🌐	x
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MONS- CULTURES ET SOCIÉTÉ [15.0]

- 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
- 🌐 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

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o Content:

● MCOMU2111	Villes et culture : analyse sociologique	Philippe Scieur Damien Vanneste	(FR) [q1] [30h] [5 Credits] 🌐	x
● MCOMU2108	Politiques et publics de la culture			

● LCOMU2640	Media education and media literacy	Thibault Philippette Camille Tilleul
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LMULT2213

Reading comprehension and vocabulary extension: economic and commercial texts in German

Marie-Luce Collard

DE

INEO - INTERDISCIPLINARY ENTREPRENEURSHIP TRAINING [30.0]

CULTURE MÉDIATIQUE [15.0]

- 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
- 🌐 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

o Content:

○ LCOMU2221	Analyse des productions cinématographiques	Sébastien Fevry	FR [q1] [22.5h] [5 Credits] 🌐	X	X
○ LCOMU2605	Analysis of televised series	Sarah Sepulchre	FR [q2] [22.5h] [5 Credits] 🌐	X	X
○ LCOMU2619	New narratologies and transmedia	Sébastien Fevry	FR [q2] [30h] [5 Credits] 🌐	X	X

MONS - COMMUNICATION ET PRODUCTION DE CONTENU WEB (OPTION DE BASE) [15.0]

- 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
- 🌐 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

o Content:

○ MCOMU2211	Design et évaluation de prototypes web	Suzanne Kieffer	FR [q2] [15h] [5 Credits] 🌐	X	X
○ MCOMU2210	Production éditoriale et production médiatique sur le web	Marie Vancutsem Aline Wavreille	FR [q2] [22.5h] [5 Credits] 🌐	X	X
○ MCOMU2213	Atelier de production communicationnelle	Aurélie Vachaudéz	FR [q2] [15h] [5 Credits] 🌐	X	X

MODULES GENRE

- 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

o Content:

⊗ Module 1 : Couples, familles, sexualités

Les études de genre, à travers le regard de plusieurs disciplines, interrogent les conceptions à propos du couple, de la famille et de la sexualité. L'apport des études de genre permet souvent de réfléchir les multiples formes que peuvent prendre ces différentes sphères, mais aussi d'interroger et de déconstruire les approches conventionnelles et par trop monolithiques d'appréhender le(s) couple(s), la(les) famille(s), la(les) sexualité(s).

⊗ LSEXM2713	Sociological approaches to family and couple	Lorena Rocio Izaguirre Valdivieso	(FR) [q1] [30h] [5 Credits] 🌐	X	X
⊗ LSEXM2722	Special topics: psychological approaches of contemporary sexualities	Emilie Moget	(FR) [q1] [30h] [5 Credits] 🌐	X	X
⊗ LSEXM2810	Cultural anthropology of the family and couple	Julie Hermesse	(FR) [q2] [30h] [4 Credits] 🌐	X	X
⊗ LSEXM2812	Gender approach on the family and couple		(FR) [q2] [15h] [3 Credits] △ 🌐	X	X
⊗ LSEXM2814	Family policies				

Year

1 2

<p>⌘ LPSYS2056</p>	<p>Psychologie du genre</p>	<p>Annalisa Casini Annalisa Casini (compensates Vincent Yzerbyt) Annalisa Casini (compensates Isabelle Roskam)</p>	<p>PR [q2] [30h] [5 Credits]</p>	<p>x</p>	<p>x</p>
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Alternatives

The School of Communication offers the unique opportunity of double and triple diplomas with renowned international partners. At the end of their course, students receive a Master's degree from each of the partner institutions.

In communication, the partners are the University of Sherbrooke (Canada) and Sciences Po Aix (France).

[Find out more about the double Master's degree in International Strategic Communication.](#)

[Find out more about the triple degree in Political Communication of Organisations and Democratic Risks](#)

[> Master \[120\] in Communication \[Double diplôme UCLouvain - uSherbrooke\]](https://uclouvain.be/en-prog-2024-corp2m-programme) [<https://uclouvain.be/en-prog-2024-corp2m-programme>]

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CORP2M - 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 Procedures for general registration](#)

University Bachelors

Diploma	Special Requirements	Access	Remarks
UCLouvain Bachelors			
		Direct access	
		Direct access	
		Access with additional training	
		Access with additional training	
		Access with additional training	
		Access with additional training	
		Access with additional training	
		Direct access	
		Access with additional training	
		Access with additional training	
		Direct access	
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		Direct access	
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		Access with additional training	
		Access with additional training	

	Access with additional training
	Access based on application
	Access based on application

Teaching method

The Master 120 offers a dynamic and original teaching formula. The student is invited to carry out numerous educational activities, individually and in groups. These activities are subject to continuous and regular evaluation.

Many courses offer an integrated approach which is sometimes reflected in a common timetable within which the student will progress, from the same object, in the light of diverse and complementary views and practices. The student will be confronted with the views of internationally active researchers, as well as those of recognised professionals. This interweaving creates a particular pedagogical framework, based on critical analysis and involvement in the concrete world of communication and its technological, social and political issues. The courses aim at both technical performance and intellectual autonomy.

Modalities that contribute to interdisciplinarity

The specificity of information and communication sciences naturally favours interdisciplinarity. The diverse training of teachers reflects and guarantees this. In addition, students in the Master 120 programme are brought into contact with students enrolled in the Master 60 programme. The majority of these students come from various disciplines (humanities, social sciences and exact sciences, etc.). This mix ensures a real interdisciplinarity and openness necessary for Information and Communication. In addition, many interdisciplinary approaches are offered by borrowing courses from other schools or faculties, or from other universities through specific agreements.

Variety of teaching strategies (including e-learning)

Depending on the subjects taught, the pedagogy focuses on the acquisition of knowledge and analytical skills. In all cases, it aims at learning intellectual and practical autonomy. The latter will be sought more particularly in the realization of projects and work, individual and group. The use of "intelligence technologies" is one of the pillars of the pedagogy put in place: as this is a communication training course, the student is both introduced to the technologies and software appropriate to the practices of his/her sector and invited to use them in following his/her programme. Some courses or parts of courses thus exploit the possibilities of the Moodle platform or intranet sites created for this purpose.

Variety of learning situations

The student is invited to participate in classical teaching activities: ex cathedra lectures, seminars and workshops. He/she will carry out individual and group work. The student will be assessed on an ongoing basis and on an ad hoc basis in examination sessions. He/she will also be required to complete a dissertation or internship dissertation. Finally, many courses offer e-learning approaches (provision of resources and exercises, pedagogical management, sharing and collective evaluation of work).

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".

Written and oral examinations are designed to check the level of acquisition and mastery of concepts, theories, basic data and know-how in the various disciplines concerned.

Teaching activities (exercises) are assessed on an ongoing basis. In addition, the use of multimedia teaching tools allows for partially distance learning, which regularly includes self-assessment procedures.

Mobility and/or Internationalisation outlook

The Master 120 in Communication offers an "Erasmus or International Exchange" option allowing the student to take 30 credits of his/her 2nd year block programme in another university. This 3 to 4 month stay is carried out by the student in the first or second semester. Some forty destinations are offered to students (<https://uclouvain.be/fr/facultes/espo/comu/etudiant-out.html>):

- 2 in Belgium as part of the Erasmus Belgica projects;
- 10 outside Europe;
- 1 in Switzerland;
- about thirty within the framework of the Erasmus programmes.

To be selected, students must write a relevant CV and a letter of motivation in which they explain their project and how the stay abroad will fit into their training. Theyl S Q e ass m 401p lettid1TJ 1 0 lent proce humberitods u lecognrity. Tocugreemions t [(Tofienrolleroad)] TJ 1 0 0 -1 0 008.

In addition to these exchange programmes, the School of Communication offers a co-degree programme with

- University of Sherbrooke (Canada): Codiplomation UCL-Sherbrooke
- University of Sherbrooke (Canada) and the University of Sciences Po Aix (France).

Possible trainings at the end of the programme

The Master 120 in communication gives access to the doctoral school in information and communication and to the [Teacher Training](#)

