

Communication corporate



Lecturer FRANCOISE LEDUNE (Coordinator)
Course mnemonic COMM-B420
ECTS credits 5 credits
Language(s) of instruction French
Course period First term

Course content

Course offers a 360° approach of corporate communication thru case study and real experiences. All forms of communication to arise since mid-20th century around and inside organizations are evoked (financial, social, internal and crisis communication, lobbying, public affairs, public acceptance, press and media relations, visual identity, branding, sponsoring, ...). Teaching matter will be put into practice.

Objectives (and/or specific learning outcomes)

To get accustomed to communication as a strategic tool of management within organizations (from global business, utilities to NGO's and public administrations). To be able to identify and to overcome notions such as stakeholders, branding, targets, public relations, corporate culture and identity.

Other information

Contact(s)

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Evaluation method(s)

Other

Evaluation method(s) (additional information)

Assessment based on case study

Programmes

Programmes proposing this course at the faculty of Letters, Translation and Communication

MA-BABL | **Master in Multilingual Communication** | finalité Human resources/unit 1 and MA-COMU | **Master in communication** | finalité Corporate communication and marketing/unit 1, finalité Political communication and lobbying/unit 1 and finalité Research/unit 1

Programmes proposing this course at the faculty of Philosophy and Social Sciences

MA-PGECU | **Master in Management of Cultural Sector** | finalité Professional/unit 1 and finalité Professional/unit 2