

Innovation digitale et Conception

Lecturer

Quentin LIMBOURG (Coordinator)

Course mnemonic

STIC-B515

ECTS credits

5 credits

Language(s) of instruction

French

Course period

Second term

Course content

- > Analysis of the different technologies exploited to convey digital information (email, web sites, blogs, forums, content management systems,...). - Overview of the applications to digital communication: internal communication, spot communication, project management, customer relationship management,... - Analysis of the impact of the use of these technologies: technical impacts, organisation of work, resistance to change.

Objectives (and/or specific learning outcomes)

This course is one of the final courses of the "communication" stream of the master in information sciences. The approach taken is very pragmatic and concrete. Students are led to tackle the development of digital communication systems from the strategy definition down to the operational challenges of implementation.

Pre-requisites and co-requisites

Pre-requisites courses

STIC-B425 | Ingénierie linguistique | 5 crédits

Teaching method and learning activities

Module: - Lecture: 8 modules (3h) - Tutorial: 8 modules (3h)
Evaluation: The final grade is the result of an evaluation two elements: - theoretical knowledge evaluated through a written or an oral examination - practical knowledge evaluated on the basis of a set of deliverable realised during the semester.

Other information

Contact(s)

Secrétariat STIC Bât. D 11e niveau. 02 650 3943

Evaluation method(s)

Other

Programmes

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

MA-STIC | Master in Information and Communication Science and technology | finalité Professional/unit 2 and MA-TRAD | Master in Translation | finalité Professional/unit 1 and finalité Research/unit 1

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

MA-HMUSI | Master in History of Art and Archaeology : Musicology | finalité Research/unit 1, finalité Research/unit 2, finalité Teaching/unit 1 and finalité Teaching/unit 2 and MA60-HMUSI | Master in History of Art and Archaeology : Musicology (60 credits) | unit U