



## Master in communication

The 2024-2025 programme is subject to change. It is provided for information purposes only.

### Programme mnemonic

MA-COMU

- › Focus *Corporate communication and marketing* : M-COMUC
- › Focus *Political communication and lobbying* : M-COMUP
- › Focus *Research* : M-COMUA

### Studies level

Master 120 credits

### Learning language

french

### Schedule

office hours

### Studies category / subcategory

Human and social sciences / Information and communication

### Campus

Solbosch

- › The **research focus** develops the students' academic research skills, with the aim of pursuing a PhD and a career in research. Develop the academic research skills of students, with the aim of pursuing a PhD and a career in research.

## Programme's added value

Many of the courses are given by teachers and assistants who are professionals at the highest level in the relevant field. In addition, particular attention is paid to innovation in the Faculty's equipment and infrastructures, in order to guarantee that students learn in an environment that meets current and future professional standards. Courses in the common core of the Master develop skills and specialised knowledge in communication.

Students in the **focus on corporate and marketing communication** are given in-depth training on strategic and practical aspects of corporate communication, marketing communication, and e-communication, as well as on the principles of management. Professionals who are familiar with the inner workings of leading companies share their expertise with the students in each of these aspects.

They can then apply their new knowledge and skills to group projects and case studies, in cooperation with external partners. The programme includes two work placements, providing opportunities to observe the work of communication professionals and take part in a communication project.

Students in the **focus on political communication and lobbying** can choose the scope of their understanding of the dynamics involved in power and democracy. Those with an interest in European politics can complete their entire Master in Brussels, while those who want a more international perspective can go on an exchange programme with the Université de Montréal. By studying the players and strategies involved in lobbying, students develop specific skills for professional situations while keeping a critical perspective on this sector. The one-month work placement in a political institution is a major asset for their future professional career.

Students in the **research focus** are introduced to the research methods used in social sciences and humanities, as well as to

## Programme objectives

The courses that make up the common core of the Master programme (90 credits) address general theories of communication, provide an introduction to major social issues, and include a thorough practice of English in connection with the programme's topics. Students choose one of three specialisations, or focuses (30 credits), that allow them to acquire specific skills and knowledge:

- › The **focus on corporate and marketing communication** develops the knowledge and skills required to pursue a high-level career in corporate or institutional environments, including marketing, public relations, internal communication, and event management.
- › The **focus on political communication and lobbying** includes two options. The first deals with European policy, while the second is dedicated to international politics and offered in partnership with the Université de Montréal. Students have the opportunity to spend one academic term in Quebec.



the latest scientific debates on communication. The curriculum is designed to train researchers who will be comfortable with all methods and objects of study in the field of communication studies. This focus is intended to prepare students to write a doctoral thesis. The one-month work placement in a research team is a major plus for developing a research career in line with the highest standards.

follow a in-depth training in strategic and practical aspects of corporate communications, marketing communications and e-communication, and the principles of management. Professionals embedded in the daily activities of leading companies share their expertise with the students in each of these aspects.

Students apply the knowledge and skills acquired during the Master to group projects and case studies, in cooperation with external partners. Two internships offer the opportunity of observing the work of communication professionals and participate in a communication project.

In the specialization Political Communication and Lobbying, students have the choice on which scope they want to give to their understanding of the dynamics of power and democracy. They can do their full master in Brussels for a focus in European politics or visit the University of Montreal for a semester for a more international perspective. The study of the actors and the strategies of lobbying enables students to develop the specific skills for professional situations while keeping a critical perspective on this sector. The one-month internship in a political institution is a major asset for the future professional career.

The students of the specialization Research in Communication are introduced to social sciences and humanities research methods and advanced scientific debates about communication. The curriculum is designed to train researchers that will be comfortable with all methods and all objects of study in the field of information and communication sciences. The aim of the Master is to prepare the student to produce a doctoral thesis. The one-month internship in a research project is a major asset for the development of a research career with the highest standards.

## Succeed in your studies

### Choose

The information and guidance counsellors at the InFOR-études [<https://www.ulb.be/en/studies-info-desk-1>] service will help you choose your studies throughout the year.

### Succeed

Take part in preparatory courses [<https://www.ulb.be/en/studies-info-desk-1>] or get help to succeed [<https://www.ulb.be/en/studies-info-desk-1>], before or during your studies.

### Get help

Apply for financial aid, look for accommodation or a student job, get support [<https://www.ulb.be/fr/aides-services-et-accompagnement/aid-services-and-support-1>] for your specific needs.

## International/Openness

Student mobility agreements are in place with a number of European universities: Rome, Bologna, Madrid, Barcelona, Valencia, Zaragoza, Paris, Coimbra, Lisbon, Helsinki, Ljubljana, Istanbul, Ghent, and Antwerp. Outside of Europe, agreements have been concluded with Montreal, Missouri, New Zealand, and Moscow.

Students can choose their destination during the first year of the Master programme; however, they can only travel abroad after completing the first 60 credits of the programme.

<http://www.ulb.be/facs/philo/international.html>

IHECS, and companies in the communication industry.

## Job opportunities

**This field offers many professional opportunities.** Depending on their electives, students can work in a number of positions: press officer; head of corporate communication; lobbyist; media planner, media strategist in a public relations or advertising agency; marketing manager; director of communications; community manager; social media manager. Students who are interested in research may also pursue an academic career in communication studies.

### Contacts

 [infocom@ulb.be](mailto:infocom@ulb.be)

 +32 2 650 44 59

 <http://www.ulb.ac.be/facs/philo/>

### Jury President

Xavier LUFFIN

### Jury Secretary

Louis WIART



# Master in communication

## Focus Corporate communication and marketing

This Master programme strikes a balance between studying the theoretical foundations of persuasive communication, gaining critical insight into the professional world, and gaining experience with current professional practices. As the dissertation is the culmination of the learning process, specific methodological classes are offered early on in the programme. The required dissertation can consist in developing communication strategies for actual cases, taking into account the results of scientific research. With work placements in private businesses and specialised institutions, students gain valuable experience in the professional sector.

### Bloc 1 | M-COMUC | MA-COMU

## Cours obligatoires

- COMM-B408 **Projet de recherche en information et communication (communication)** | Marc VANHOLSBECK (Coordinator)  
⌚ 5 credits [lecture: 12h, tutorial classes: 24h] 📅 second term 🗨️ French
- COMM-B412 **Démarches de recherche en information et communication** | Nadège BROUSTAU (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- COMM-B415 **Communication marketing : conception et évaluation** | Louis WIART (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
- COMM-B420 **Communication corporate** | FRANCOISE LEDUNE (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- COMM-B425 **Réseaux sociaux numériques** | Cédric TANT (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h, personal assignments: 36h] 📅 second term 🗨️ French
- COMM-B430 **Stratégies numériques en communication** | David GRUNEWALD (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 second term 🗨️ French
- COMM-B455 **Analyse des discours** | Laura Marina CALABRESE (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
- GEST-B435 **Marketing stratégique** | Catherine JANSSEN (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- POLI-D313 **Communication politique** | François HEINDERYCKX (Coordinator)  
⌚ 5 credits [lecture: 12h, practical work: 12h] 📅 first term 🗨️ French

## Cours optionnels

*One course chosen from the following*

- GERM-B256 (optional) **Pratique du néerlandais exercices/ Nederlandse taalbeheersing: oefeningen 1** | Evie TOPS (Coordinator) and Dorien SERNEELS  
⌚ 5 credits [language practice: 48h] 📅 first and second terms 🗨️ Dutch
- GERM-B450 (optional) **Anglais : langue, société et culture I** | Isabelle MEURET (Coordinator)  
⌚ 5 credits [lecture: 24h, language practice: 36h] 📅 first and second terms 🗨️ English

## Cours spécifiques

- COMM-B445 **Ethical and sustainable marketing** | Catherine JANSSEN (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ English

COMM-B495

**Management des organisations** | Louis WIART (Coordinator)

🕒 5 credits [lecture: 24h] 📅 second term 🗨️ French



# Master in communication

## Focus Corporate communication and marketing

### Bloc 2 | M-COMUC | MA-COMU

## Cours obligatoires

- COMM-B490 **Compétences oratoires et débats publics** | Nadège BROUSTAU (Coordinator)  
⌚ 5 credits [lecture: 12h, tutorial classes: 36h] 📅 second term 🗨️ French
- ETHI-B410 **Ethique de l'information et de la communication** | Thomas BERNS (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- MEMO-B585 **Mémoire**  
⌚ 20 credits [personal assignments: 240h] 📅 academic year 🗨️ French
- STAG-B540 **Stage en communication** | Nadège BROUSTAU (Coordinator), Cédric TANT and Jan Zienkowski  
⌚ 10 credits [work placement: 120h] 📅 academic year 🗨️ French

## Cours spécifiques

- COMM-B560 **E-marketing** | Quentin VAN DONGHEN (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- COMM-B565 **Relations publiques digitales et copywriting** | Cédric TANT (Coordinator) and Sophie LIMBOS  
⌚ 10 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- STAG-B515 **Stage en Communication corporate et marketing** | Jan Zienkowski (Coordinator) and Cédric TANT  
⌚ 5 credits [work placement: 60h] 📅 second term 🗨️ French

# Master in communication

## Focus Political communication and lobbying

This Master programme strikes a balance between studying the theoretical foundations of persuasive communication, gaining critical insight into the professional world, and gaining experience with current professional practices. As the dissertation is the culmination of the learning process, specific methodological classes are offered early on in the programme. The required dissertation can consist in developing communication strategies for actual cases, taking into account the results of scientific research. With work placements in private businesses and specialised institutions, students gain valuable experience in the professional sector.

### Bloc 1 | M-COMUP | MA-COMU

## Cours obligatoires

- COMM-B408 **Projet de recherche en information et communication (communication)** | Marc VANHOLSBECK (Coordinator)  
⌚ 5 credits [lecture: 12h, tutorial classes: 24h] 📅 second term 🗨️ French
- COMM-B412 **Démarches de recherche en information et communication** | Nadège BROUSTAU (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- COMM-B415 **Communication marketing : conception et évaluation** | Louis WIART (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
- COMM-B420 **Communication corporate** | FRANCOISE LEDUNE (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- COMM-B425 **Réseaux sociaux numériques** | Cédric TANT (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h, personal assignments: 36h] 📅 second term 🗨️ French
- COMM-B430 **Stratégies numériques en communication** | David GRUNEWALD (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 second term 🗨️ French
- COMM-B455 **Analyse des discours** | Laura Marina CALABRESE (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
- GEST-B435 **Marketing stratégique** | Catherine JANSSEN (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- POLI-D313 **Communication politique** | François HEINDERYCKX (Coordinator)  
⌚ 5 credits [lecture: 12h, practical work: 12h] 📅 first term 🗨️ French

## Cours optionnels

*One course chosen from the following*

- GERM-B256 (optional) **Pratique du néerlandais exercices/ Nederlandse taalbeheersing: oefeningen 1** | Evie TOPS (Coordinator) and Dorien SERNEELS  
⌚ 5 credits [language practice: 48h] 📅 first and second terms 🗨️ Dutch
- GERM-B450 (optional) **Anglais : langue, société et culture I** | Isabelle MEURET (Coordinator)  
⌚ 5 credits [lecture: 24h, language practice: 36h] 📅 first and second terms 🗨️ English

## Cours spécifiques

- COMM-B480 **Influences et Lobbying (EN)** | Nadège BROUSTAU (Coordinator) and Nicolas BAYGERT  
⌚ 5 credits [lecture: 24h, tutorial classes: 12h] 📅 second term 🗨️ English

COMM-B555

Questions approfondies de communication politique | François HEINDERYCKX (Coordinator)

🕒 5 credits [lecture: 24h, tutorial classes: 12h] 📅 second term 🗨️ French



# Master in communication

## Focus Political communication and lobbying

### Bloc 2 | M-COMUP | MA-COMU

## Cours obligatoires

- COMM-B490 **Compétences oratoires et débats publics** | Nadège BROUSTAU (Coordinator)  
 5 credits [lecture: 12h, tutorial classes: 36h] 📅 second term 🗨️ French
- ETHI-B410 **Ethique de l'information et de la communication** | Thomas BERNS (Coordinator)  
 5 credits [lecture: 24h] 📅 first term 🗨️ French
- MEMO-B585 **Mémoire**  
 20 credits [personal assignments: 240h] 📅 academic year 🗨️ French
- STAG-B540 **Stage en communication** | Nadège BROUSTAU (Coordinator), Cédric TANT and Jan Zienkowski  
 10 credits [work placement: 120h] 📅 academic year 🗨️ French

## Cours spécifiques

### 1 module à choisir

*An alternative chosen from the two following*

#### Module Politique européenne

- COMM-B400 **Histoire de la communication de masse** | Irene DI JORIO (Coordinator)  
 (optional) 5 credits [lecture: 36h] 📅 first term 🗨️ French
- COMM-B540 **Multicultural discourses** | Laura Marina CALABRESE (Coordinator)  
 (optional) 5 credits [lecture: 24h] 📅 first term 🗨️ English
- COMM-B570 **International communication** | Jan Zienkowski (Coordinator)  
 (optional) 5 credits [lecture: 24h] 📅 second term 🗨️ English
- STAG-B525 **Stage en Communication politique et lobbying** | Nadège BROUSTAU (Coordinator)  
 (optional) 5 credits [work placement: 60h] 📅 second term 🗨️ French

*or*

#### Module International

Choisir des cours à l'Université de Montréal pour un total de 20 crédits.

- HULB-0000 **Cours externe à l'Université**  
 (optional) 20 credits 📅 academic year



# Master in communication

## Focus Research

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### Bloc 1 | M-COMUA | MA-COMU

## Cours obligatoires

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 ⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
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 ⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- COMM-B425 **Réseaux sociaux numériques** | Cédric TANT (Coordinator)  
 ⌚ 5 credits [lecture: 24h, tutorial classes: 24h, personal assignments: 36h] 📅 second term 🗨️ French
- COMM-B430 **Stratégies numériques en communication** | David GRUNEWALD (Coordinator)  
 ⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 second term 🗨️ French
- COMM-B455 **Analyse des discours** | Laura Marina CALABRESE (Coordinator)  
 ⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
- GEST-B435 **Marketing stratégique** | Catherine JANSSEN (Coordinator)  
 ⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
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 ⌚ 5 credits [lecture: 12h, practical work: 12h] 📅 first term 🗨️ French

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 ⌚ 5 credits [lecture: 24h, language practice: 36h] 📅 first and second terms 🗨️ English

## Cours spécifiques

- SOCA-D429 **Formation aux démarches de recherche dans les sciences sociales** | David PATERNOTTE (Coordinator)  
 ⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French

STAT-D203

**Analyse quantitative I** | Catherine VERMANDELE (Coordinator)

🕒 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French



# Master in communication

## Focus Research

### Bloc 2 | M-COMUA | MA-COMU

## Cours obligatoires

- COMM-B490 **Compétences oratoires et débats publics** | Nadège BROUSTAU (Coordinator)  
⌚ 5 credits [lecture: 12h, tutorial classes: 36h] 📅 second term 🗨️ French
- ETHI-B410 **Ethique de l'information et de la communication** | Thomas BERNS (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- MEMO-B585 **Mémoire**  
⌚ 20 credits [personal assignments: 240h] 📅 academic year 🗨️ French
- STAG-B540 **Stage en communication** | Nadège BROUSTAU (Coordinator), Cédric TANT and Jan Zienkowski  
⌚ 10 credits [work placement: 120h] 📅 academic year 🗨️ French

## Cours spécifiques

- COMM-B401 **Histoire de la communication de masse** | Irene DI JORIO (Coordinator)  
⌚ 5 credits [lecture: 36h] 📅 first term 🗨️ French
- COMM-B460 **Séminaire de recherche en communication et en journalisme** | David DOMINGO SANTAMARIA (Coordinator)  
⌚ 5 credits [seminars: 24h] 📅 second term 🗨️ French
- JOUR-B530 **Séminaire d'histoire du journalisme** | Florence LE CAM (Coordinator) and Brecht Deseure  
⌚ 5 credits [seminars: 24h] 📅 first term 🗨️ French
- SOCA-D467 **Analyse qualitative en sciences sociales** | Pierre LANNROY (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French