

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

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Bloc 1 | M-COMUA | MA-COMU

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 ⌚ 5 credits [lecture: 24h] 📅 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

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- 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