


10.00 credits	30.0 h	Q2
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Teacher(s)	Bouckaert Thierry ;
Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	Libaert, T. (2008). <i>Le Plan de communication! : Définir et organiser votre stratégie de communication</i> (3e éd.). Dunod. Starbuck, W. H. (2006). <i>Organizational Realities: Studies of Strategizing and Organizing</i> . OUP Oxford. Adary / Mas (2018). <i>Communicator. Toute la Communication a# l'ère digitale</i> (8ème éd.). Dunod.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication (shift schedule)	COHM2M	5		
Master [120] of strategic communication (shift schedule - with work-linked-training)	COAM2M	5		