

ENGLISH PROGRAMME

ACADEMIC YEAR 2016/2017

LIST OF COURSES

FALL SEMESTER

Course title	Level	Number of ECTS credits	Page
MODULES			
Communication theory	B2	2	4
Business news	B2	1,5	6
Visual communication	All levels	3	8
Financial communication	M1	2	10
Ethics (introduction)	B3	1,5	Non available
Focus on Latin America	B1	3	12
Focus on North America	B1	3	14
Focus on Far East	B2	3	16
Focus on Oceania	B3	3	18
Electives (International Week)	All levels	2 electives of 2 ECTS each	20
TOTAL		26 ECTS	
+ COMPULSORY French class			
French as a Foreign Language	All levels	4	Non available
+ OPTIONS			
Foreign languages	All levels	2 each	Non available
Sport	All levels	2	Non available

SPRING SEMESTER

Course title	Level	Number of ECTS credits	Page
MODULES			
Business news	B1	2	22
History of press and media	B2	2	24
Marketing challenge	B3	2	26
Communication and sustainable Dvt	M2	2	28
Corporate Patronage and Sponsoring	M2	1	31
Communication Ethics	B2	3	33
Crisis Communication	M2	2	35
Visual Communication	All levels	3	37
Focus on Europe	B1	3	39
Focus on Africa	B1	3	41
Focus on Asia	B2	3	43
TOTAL		26 ECTS max.	
+ COMPULSORY French class			
French as a Foreign Language	All levels	4	Non available
+ OPTIONS			
Foreign languages	All levels	2 each	Non available
Sport	All levels	2	Non available
Public Relation seminar ⁽¹⁾	M1	3	45
Cross-cultural management ⁽¹⁾	M1	2	48

(1) Both these courses will end at the beginning of July (other courses finish early May).

Communication Theory

Level	Bachelor 2
Semester	1
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	M. Dehry

Course description

Learning outcomes

This course aims to develop analytical skills and the theoretical understanding of communication practices. Students will discover the main theoretical scopes and disciplines through which one can explain communication phenomena and behaviours.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Learning about communication techniques, technologies and jobs.
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.

Prerequisites

- Being proficient in English.
- In order to follow this course, students need to be curious and to follow important economic events (reading the press, following current affairs on TV or on the radio).

Content

The first sessions establish basic knowledge of rhetoric, philosophy of language, and linguistics, which are required to understand communication theory. The next sessions offer a theoretical analysis of everyday communication phenomena.

1. Signs and signification: from linguistics to communication theory.
2. Communication modelling and function.
3. Communication effects: third-person effect, rumours, etc.

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Debates • Presentations • Collective works • Visits/Excursions

Assessment
<ul style="list-style-type: none"> • Continuous assessment : 40% • Final exam: 60%

Reading list

Business News

Level	Bachelor 2
Semester	1 & 2
Number of ECTS credits	1,5 (semester 1) & 2 (semester 2)
Language of instruction	English
Teacher in charge	A. AUDUREAU and E. ZEE

Course description

Learning outcomes

- Growing aware of economic affairs through an organised, regular reading of the press.
- Analysing and grasping our strategic and economic environment.
- Appraising the various participating economic segments.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Good level of academic English.
- In order to follow this course, students need to be curious and to follow important economic events (reading the press, following current affairs on TV or on the radio).

Content

- Analysing the economic, political and social current events.
- Explaining daily news.
- Analysing and explaining current affairs in a given business segment.
- Creating economic files related to a business' social or economic environment or current affairs.

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	Reading and understanding economic news, group assignments.
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Analysis of documents • Interactive classes • Lectures

Assessment

Reading list

Visual Communication

Level	All levels
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	Thierry Ragot
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Course description
Learning outcomes - Being able to analyse and work on a Brief in order to create a visual communication campaign.
Prerequisites - Being proficient in English
Content - How to develop a strong creativity - How to transform ideas in powerful lever - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

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Financial Communication

Level	Master 1
Semester	1
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	Vincent SCHILTZ

Course description

Learning outcomes

- Understanding the objectives of corporate financial communication, and how it fits into a company's global strategy.
- Identifying and gaining a good command of financial communication tools in order to reach given targets.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Implementing a communication plan (creation, budget, follow-up).
- Being able to work with all professional partners (agencies, companies, etc.).
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Applying "principles" to every action: diligence, autonomy, interdisciplinarity, innovation, inventiveness.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Being proficient in English.
- Being proficient with the basics of accounting and financial vocabulary.
- Knowing the general content of a balance sheet and of an income statement, as well as a few basic indicators for financial analysis.

Content

The context of financial communication: which companies are concerned, distinction between financial information and communication, general economic environment.

The targets and their expectations: players on the market and other recipients of financial information, how to identify shareholders, what targets expect in style and content.

Taking a company public: how is financial communication organised? Regulations and procedures.

Financial communication materials for internal and external targets, employee stock ownership plans.

ASSESSMENT group analysis of financial communication materials from listed and non-listed companies.

Workload

Type	Number of hours	Remarks
Seminar	18	
Estimated homework	36	Group assignment on various financial communication materials.
Total student workload	54	

Teaching methods

- Analysing documents
- Analysing practices / sharing experiences
- Interactive class
- Practicals

Assessment

- Group assignment turned in during the last session – 100%.

Focus on Latin America

Level	Bachelor 1
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	Mr Correa
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Course description
Learning outcomes - Being able to analyse the impact of history, culture on the communication processes in Latin American countries.
Prerequisites - Being proficient in English
Content - History of Latin America - Presentation of cultural aspects in Latin America - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Focus on North America

Level	Bachelor 1
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	Thierry Ragot
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Course description
Learning outcomes - Being able to analyse the impact of history, culture on the communication processes in North American countries.
Prerequisites - Being proficient in English
Content - History of North America - Presentation of cultural aspects in North America - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Focus on Far East

Level	Bachelor 1
Semester	1
Number of ECTS credits	3
Language of instruction	English
Teacher in charge	–

Course description

Learning outcomes

- Being able to analyse the impact of history, culture on the communication processes in Far East countries.

Prerequisites

- Being proficient in English

Content

- History of Far East
- Presentation of cultural aspects in Far East
- Analysis of communication (media, advertising...)

Workload

Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Focus on Oceania

Level	Bachelor 1
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	–
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Course description
Learning outcomes - Being able to analyse the impact of history, culture on the communication processes in Oceanian countries.
Prerequisites - Being proficient in English
Content - History of Oceania - Presentation of cultural aspects in Oceania - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Electives

Level	All levels
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Semester	1
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Number of ECTS credits	2
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Language of instruction	English
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Teacher in charge	–
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Course description

During the International Week that will take place in November, guest lecturers will come and teach on different topics (the list of courses offered will be available in September). Students will be able to choose two electives.

Workload

Type	Number of hours	Remarks
Practicals	6	
Estimated homework	–	
Total student workload	6	

Teaching methods

Depending on the electives :

- Lectures
- Debates
- Group work
- Case study

Assessment
Attendance and participation

Reading list

Business News

Level	Bachelor 1
Semester	1
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	E. ZEE

Course description

Learning outcomes

- Growing aware of economic affairs through an organised, regular reading of the press.
- Analysing and grasping our strategic and economic environment.
- Appraising the various participating economic segments.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Good level of academic English.
- In order to follow this course, students need to be curious and to follow important economic events (reading the press, following current affairs on TV or on the radio).

Content

- Analysing the economic, political and social current events.
- Explaining daily news.
- Analysing and explaining current affairs in a given business segment.
- Creating economic files related to a business' social or economic environment or current affairs.

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	Reading and understanding economic news, group assignments.
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Analysis of documents • Interactive classes • Lectures

Assessment

Reading list

History of Press and Media

Level	Bachelor 2
Semester	2
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	J.GANAULT

Course description

Learning outcomes

This course aims to acquire a good command of media English, in order to access the globalised media world.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Learning about communication techniques, technologies and jobs.
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.

Prerequisites

- A sufficient level of English to read a press article, to understand a radio or TV show, and to be familiar with the English-speaking Web.

Content

This course studies the history of media, in their historical order of appearance.

1. Written press: from cradle to grave (?).
2. Radio and TV: audience ratings and regulation.
3. The Web revolution.

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Analysis of documents • Interactive classes • Lectures

Assessment
<ul style="list-style-type: none"> • Continuous assessment : 40% • Final exam: 60%

Reading list
<ul style="list-style-type: none"> • Les Médias en France - CHARON Jean Marie, Repère-La Découverte. • L'anglais des Médias - DELMOTTE Axelle, Studyrama • Une histoire des médias - JEANNENEY Jean-Noel, Points Seuil

Marketing Challenge

Level	Bachelor 3
Semester	2
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	C. MELCHIOR

Course description

Learning outcomes

- Understanding and analysing the product mix.
- Suggesting an orientation for a mix.
- Understanding how to develop a product's marketing mix.
- Building a marketing mix plan for a practical case study.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- A good command of fundamental marketing notions.
- Analytical and synthetical skills.

Content

3 lecture sessions and 5 workshop sessions (group work).

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Lectures • Case study • Research

Assessment
<ul style="list-style-type: none"> • Continuous assessment : 40% • Final exam: 60%

Reading list

Communication & Sustainable Development

Level	Master 2
Semester	2
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	J.GOLDIAMOND

Course description

Learning outcomes

Students will gain a general understanding of the field of Communicating Sustainability and of its centrality and importance to the achievement of Sustainability goals.

These goals are set by international organizations, such as the United Nations, as well as by special climate conferences, governments, activists, NGOs, scholars, and businesses.

A paradox is that while a general consensus has been taking form as to the importance, broadness and even urgency of change in the area, no one will argue that we are on pace with, say, the United Nations Millennium Development Goals set for 2015.

This serves to underscore the importance of communicating sustainability effectively. At the same time, there is much long-term reason for hope, if short-term optimism evades us. New models for integrating sustainability into the firm's activities bear the mark of originality and are quite compelling.

Students will achieve a theoretical understanding of these models, how they differentiate from more traditional approaches to Corporate Social Responsibility, and the implications they pose for the Public Relations and Communications professional.

Students will achieve a clear understanding of the field of Communicating Sustainability. Sustainability will be treated as a complex and evolving field, that embraces the intertwined themes of the environment, economic development and prosperity, and social progress.

- Effective communications in the field of Sustainability
- Different frameworks of Sustainable Development
- Relation and differences between CSR and Sustainability approaches
- New models for integrating Sustainability into the firm's activities
- Challenges to the communications professional

- Communicating Sustainability from the societal and firm perspectives
- Creating Sustainability communications plans

The course content will combine theory, case reviews, workshops and teamwork. Student teams will create concept reports, creative briefs, and communication plans. Each team will treat 1 of 3 Sustainability cases: Chocolate slavery, Nespresso Ecolaboration, and KickStart.

Prerequisites

- Being proficient in English.

Content

The Sustainability Movement.
Introduction and overview.
Communicating Sustainability.
Choosing teams and selecting topic.
Workshop: developing a creative concept.
The Sustainability Story Part I.

To prepare, please:

- Research your topic.
- Read: United Nations Environment Program, "Communicating Sustainability: How to Produce Effective Campaigns."

<http://www.unep.fr/shared/publications/pdf/DTIx0679xPA-CommunicatingEN.pdf>

- Read: AdCracker, "How to write a creative brief."

http://www.adcracker.com/brief/Creative_Brief.htm

Workshop: developing a creative brief.

The Sustainability Story Part II.

To prepare, please:

- Explore: Futerra, the sustainability communications agency.

<http://www.futerra.co.uk/>

Workshop: team presentations of sustainability communication plans around a key creative piece (video, slides, or social media tool you have created).

Workload

Type	Number of hours	Remarks
Lectures	6	
Practicals	12	
Estimated homework	36	
Total student workload	54	

Teaching methods

- Lectures
- Case studies
- Practical exercises
- Oral presentations
- Group work
- Profesionnals' intervention

Assessment

- Participation and workshops: 50%.
- Final presentation and plan: 50%.

Reading list

See course description (handed out during the first class) -

Corporate Patronage & Sponsoring

Level	Master 2
Semester	2
Number of ECTS credits	1
Language of instruction	English
Teacher in charge	R.Fisher

Course description

Learning outcomes

Patronage:

- Distinguishing between patronage and sponsoring.
- Learning about the different types of patronage.
- Creating a patronage strategy for imaginary clients.
- Identifying and choosing between the different forms of patronage.
- Developing a patronage strategy.

Sponsoring:

Theory: 3-hour course titled "Sponsoring vs. Patronage", aiming to deal with the practical case of a business' sponsorship strategy.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Designing and presenting a through-the-line communication strategy: drawing it up, presenting and defending it (being able to justify the choices made).
- Learning about communication techniques, technologies and jobs.
- Knowing online and offline jobs.
- Being able to work with all professional partners (agencies, companies, etc.).
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Applying "principles" to every action: diligence, autonomy, interdisciplinarity, innovation, inventiveness.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Good communication techniques skills.
- Willingness to explore the psychological aspect of relations in the communication sphere.
- Awareness that success cannot be measured in money.

Content

Patronage:

- 1) Introduction, definition, fields, example of corporate patronage.
- 2) Patronage from an organisational perspective: case study.
- 3) Definition and development of a group project.

Sponsoring:

- The Cofidis case: strategy, goals, action plans and results.

Workload

Type	Number of hours	Remarks
Lectures	18	
Estimated homework	36	
Total student workload	54	

Teaching methods

- Analysing practices / sharing experiences
- Project
- Group work

Assessment

- Group work (project) and class attendance

Reading list

Ethics in Communication

Level	Bachelor 2
Semester	2
Number of ECTS credits	3
Language of instruction	English
Teacher in charge	E. Abin

Course description

Learning outcomes

By the end of the course, students should be have a general knowledge of ethics in political, economic and social life and understand actual challenges in today's world.

Prerequisites

- Being proficient in English

Content

Class 1: What are ethics? (philosophical insights into the difference between ethic, morality and religion, historical context of the development of ethics in the West)

Class 2: Ethics and gender policies (how ethics impact upon gender issues and the separation between private and public spaces?)

Class 3: Ethics and the environment 1 (history and theoretical background of ethics' inclusion into environmental debates and policies)

Class 4: Ethics and the environment 2 (ethics and food industry: how does that work? which impact upon marketing policies and consumers' choices?)

Class 5: Ethics and health (contexts, issues debated, problems at stake)

Class 6: Ethics and business (which ethical norms are included into companies' governance, how are they implemented? What is the relationship between governmental ethics and business ethics?)

Class 7: Ethics and politics (relationship between ethical norms and political parties' strategies, ethics and international governance)

Class 8: Ethics and Nudge (introduction to behavioral economy and consumption, nudge and decision-making, nudge and marketing so as to apply and implement ethical norms)

Workload

Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Interactive class
- Study cases
- Practical exercises
- Oral presentations
- Group work

Active student participation is emphasised.

Assessment

Reading list

Crisis Communication

Level	Master 2
Semester	2
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	D.LEFEBVRE

Course description

Learning outcomes

- Grasping crisis communication techniques, tools and strategies, based on practical cases.
- Retaining crisis communication key elements: anticipation, post-crisis communication, media training, writing a pitch, etc.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Designing and presenting a through-the-line communication strategy: drawing it up, presenting and defending it (being able to justify the choices made).
- Implementing a communication plan (creation, budget, follow-up).
- Measuring, comparing and analysing the performance of a communication action.
- Being able to work with all professional partners (agencies, companies, etc.).
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Applying "principles" to every action: diligence, autonomy, interdisciplinarity, innovation, inventiveness.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Being proficient in English

Content

- Reminder: the basics of crisis communication.
- Studying and analysing practical cases.
- Work in subgroups on a crisis communication case: analysing the communication and making

recommendations.

- Sharing the cases analysed in subgroups: presentation and discussion.
- Recap and feedback about the learning elements related to crisis communication.

Workload

Type	Number of hours	Remarks
Practicals	24	
Estimated homework	48	
Total student workload	72	

Teaching methods

- Lectures
- Case study
- Research
- Group work

- Case studies to illustrate theoretical concepts.
- In sub-groups: crisis communication case selected by students.
- Books, newspaper articles and crisis communication tools are made available to students.

Assessment

1. Self-appraisal by students of their subgroup and other subgroups' work.
2. Summative assessment by the lecturer, based on criteria defined beforehand:
 - a. Case study analysis (relevance, conciseness, detection of stakes, critical thinking)
 - b. Quality of the communication plan and recommendations (critical thinking, relevance and feasibility of communication actions).
 - c. Quality of the oral presentation (persuasiveness, elocution, professionalism, PowerPoint creation).

Reading list

Visual Communication

Level	All levels
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Semester	2
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	Thierry Ragot
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Course description
Learning outcomes - Being able to analyse and work on a Brief in order to create a visual communication campaign.
Prerequisites - Being proficient in English
Content - How to develop a strong creativity - How to transform ideas in powerful lever - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

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Focus on Europe

Level	Bachelor 1
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Semester	2
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	–
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Course description
Learning outcomes - Being able to analyse the impact of history, culture on the communication processes in European countries.
Prerequisites - Being proficient in English
Content - History of Europe - Presentation of cultural aspects in Europe - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Focus on Africa

Level	Bachelor 1
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Semester	2
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	–
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Course description
Learning outcomes - Being able to analyse the impact of history, culture on the communication processes in African countries.
Prerequisites - Being proficient in English
Content - History of Africa - Presentation of cultural aspects in Africa - Analysis of communication (media, advertising...)

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Focus on Asia

Level	Bachelor 1
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Semester	2
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	–
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Course description

Learning outcomes

- Being able to analyse the impact of history, culture on the communication processes in Asian countries.

Prerequisites

- Being proficient in English

Content

- History of Asia
- Presentation of cultural aspects in Asia
- Analysis of communication (media, advertising...)

Workload

Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Public Relation Seminar

Level	Master 1
Semester	2
Number of ECTS credits	3
Language of instruction	English
Teacher in charge	J.GOLDIAMOND

Course description

Learning outcomes

Students will gain a general understanding of Public Relations, a field that plays an increasingly central and pivotal role in an organization's ability to attain its strategic objectives and fulfill its mission.

Historically, Public Relations has been one of the two branches of an organization's Communications Strategy, along with Marketing Communications.

However, the field has been undergoing a rapid evolution, as Public Relations is increasingly seen as a tool through which an organization can present a consistent image of itself to the various stakeholders upon which its survival and success depend.

Students are expected to gain an understanding of several components of the Public Relations field and to be able to combine them into an integrated approach. Areas treated include: Corporate Reputation, Stakeholder Relations, Corporate Social Responsibility, Media Relations, and Crisis Management.

Students will achieve an integrated view of Public Relations and an understanding of its role as a key component of any organization's Communications Strategy. The course will enable students to gain a fundamental understanding of:

- The strategic role of PR.
- The relation between PR, Marketing Communications and Corporate Communications.
- Current trends in PR.
- Corporate Reputation.
- Corporate Social Responsibility.
- Stakeholder Relations.

- Media Relations.
- Crisis Management.

The course content will combine theory, case review, workshops and teamwork. Starbucks Coffee Company will be explored and developed as a case study spanning the course.

Prerequisites

- Being proficient in English.

Content

- Corporate Reputation.
Introduction.
Presentation of “The Case”.

To prepare, please read the websites of Starbucks and Fairtrade (FLO, Max Havelaar) for a general understanding of organizational missions.

- Stakeholder Relations.
Workshop: Corporate Reputation.

- Corporate Social Responsibility.

- Media Relations.
Workshop: EU Chocolate Debate.

- Crisis Management / Exam.

Workload

Type	Number of hours	Remarks
Lectures	18	
Estimated homework	36	
Total student workload	54	

Teaching methods

- Case study
- Seminar
- Group work

Assessment

- Participation and Workshops: 50%.
- Exam: 50%.

Participation: this component of your score refers to the QUALITY of your contribution to the classes' learning, including listening skills.

Workshops: class sessions are divided between lectures, discussion and workshops, which consist of team assignments on practical themes. Workshop assignments will be specified during class sessions.

Reading list

- Starbucks' corporate website for an understanding of its CSR strategy.
- Starbucks Newsroom / 8 November 2010
(<http://news.starbucks.com/news/starbucks+honored+with+most+ethical+company+in+europe+award+for+second+year.print>)
- Oxfam International / November, 2007: Ethiopia: Starbucks Campaign (Anatomy of a Win).
<http://www.oxfam.org/en/development/ethiopia-starbucks-campaign-anatomy-win>
- Foreign Policy in Focus (FPF) / September 15, 2008: Starbucks v. Ethiopia.
http://www.fpf.org/articles/starbucks_v_ethiopia
- Coffee Politics / May 21, 2010: The saga of the Starbucks-Ethiopia affair.
<http://poorfarmer.blogspot.com/2010/05/saga-of-starbucks-ethiopia-affair.html>

ATTENTION : Please note that, unlike other courses, this course will finish at the beginning of July.

Cross-Cultural Management

Level	Master 1
Semester	2
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	G. DOUGLAS

Course description

Learning outcomes

- Understanding the main cross-cultural communication theories.
- Analysing the cultural elements and influences underlying the values, attitudes and behaviours of different cultures.
- Applying the various cultural dimensions and orientations to analyse cross-cultural situations.
- Distinguishing various communication styles and appraising them in their cultural context.
- Identifying the main cultural notions underlying cross-cultural differences in various situations.
- Developing cross-cultural sensitivity.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Being able to work with all professional partners (agencies, companies, etc.).
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Being proficient in English.

Content

I/ Definitions of culture

- Cultural elements, images and definitions.
- Objective and subjective culture.
- Visible and invisible culture.

II/ Culture and values.

- Importance of values and their impact on culture.
- Exploring stereotypes, preconceptions, generalisations.

III/ A few cross-cultural communication challenges.

- "Obstacles" to cross-cultural communication.
- Importance of non-verbal communication.
- Different communication styles.

IV/ The main cross-cultural communication theorists.

- Kluckhohn & Strodtbeck: cultural orientations.
- Edward T. Hall: any communication (verbal or non-verbal) is cultural; a model based on the importance of context, time, and space, in interpersonal interactions.
- Geert Hofstede & Fons Trompenaars: cultural dimensions.

V/ Living and working in a cross-cultural world.

- Cross-cultural interactions: from theory to practise.
- Working world: challenges and benefits of working in a new culture.
- Stays abroad: culture shock, stages of cultural adaptation.
- Cultural recognition and importance of respecting cultural differences.
- Practical tools to make cross-cultural interpersonal interactions easier.

Workload

Type	Number of hours	Remarks
Lectures	18	
Estimated homework	36	
Total student workload	54	

Teaching methods

- Analysing practices / sharing experiences
- Interactive class
- Debate
- Practical exercises
- Roleplaying
- Practicals

Assessment

- Group project : 100%.

Reading list

A detailed reading list will be given out to students in class.

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