

Number of ECTS credits : 3

Course language : English

Course leader : BURLAT Claire

Faculty : GAUTIER Yves

≡ COURSE DESCRIPTION

The aim of this course is to understand the specificity of managing a communication plan in an international context. The course will also address organisational issues linked with the management of international communication. Students will also gain knowledge of the intercultural dimension at stake when dealing with international PR and communication.

≡ COURSE OBJECTIVES

Upon completion of the course students will be able to :

- Identify the different steps of an international communication plan
- Evaluate the process of international communication within the framework of the early 21st century
- Identify potential organisational frameworks in an international setting
- Organise the work of communication professionals with various country and cultural backgrounds

Learning goals:

Develop a communication plan step by step

Identify key challenges in an international setting

Work with professionals from different backgrounds

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

International communication

Communication

Intercultural management

≡ LEARNING METHODS

Interactive teaching

Lectures

Case study

≡ ASSIGNMENTS

Individual assignment in class

Teamwork on a real-life case study

≡ BIBLIOGRAPHY

- . Plasse (F), Storytelling : Enjeux, méthodes et cas pratiques de communication narrative, Territorial Editions, 2011
- . Salmon (C), Storytelling la machine à fabriquer des histoires et à formater les esprits, La Découverte, 2007
- . Dangel (S), Blancherie (J-M) Storytelling, le guide, Éditions du Désir, 2009
- . Dangel (S), Blancherie (J-M) Storytelling du luxe, Éditions du Désir, 2010
- . Sadowsky (J), "Email, Social marketing and the art of Storytelling", Altal Editions, 2011
- International Communication: A Reader, Daya Kishan Thussu; Routledge; 2009
- Global Communication: Theories, Stakeholders, and Trends; Third Edition, Thomas L. McPhail; 2010, Wiley-Blackwell
- Bridging the Gaps in Global Communication; Doug Newsom; 2006; Blackwell Publishing

≡ EVALUATION METHODS

- 40 %** : Contrôle continu
- 60 %** : Contrôle terminal

≡ SESSIONS

1

Day 1

LECTURE : 06h00

Communication in a global context: challenges, particularities, principles, organisation
Adapting communication tools to international specificities

2

Day 2

LECTURE : 06h00

Working with communication professionals with different country and cultural backgrounds

3

Day 3

LECTURE : 06h00

Case study (1st part)

4

Day 4

LECTURE : 06h00

Case study (ctd)