

Nombre de crédits : 3**Langue d'enseignement** : Anglais**Responsable du cours** : POHARDY OLIVIER**Enseignants** : GAUTIER Yves

≡ DESCRIPTION DU COURS

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 Public Relations (PR) and communication.

MODIFICATIONS_COVID

The course was carried out remotely instead of face-to-face, on the same hourly volume, with no change of programme or evaluation methods.

≡ OBJECTIF DU COURS

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 OBJECTIVES

Learning goals C4B	LG1 - Analyse
Learning objectives C4B	LO2 - Analyser des situations complexes
Outcomes	Niv. 2 - Formuler des hypothèses de compréhension d'une situation complexe, de façon structurée, en mobilisant des cadres disciplinaires variés si nécessaire

Learning goals C4B	LG2 - Action
Learning objectives C4B	LO6 - Agir dans une langue étrangère dans un contexte professionnel
Outcomes	Niv. 2 - Converser avec tout interlocuteur dans son/ses champ(s) disciplinaire(s)

≡ CONCEPTS ENSEIGNÉS

International communication

Communication

Intercultural management

≡ MÉTHODES PÉDAGOGIQUES

Interactive teaching

Lectures

Case study

≡ TRAVAIL ATTENDU ET ÉVALUATION

Individual assignment in class

Teamwork on a real-life case study

≡ BIBLIOGRAPHIE

. 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

≡ MÉTHODE D'ÉVALUATION

40 % : Contrôle continu

60 % : Contrôle terminal

≡ SÉANCES

1 Introduction to communication in a global context

COURS : 06h00

Communication in a global context: challenges, principles, organization

Managing complexity:

- Developing communications programs and structures adapted to international specificities
- Working with professionals from multiples countries & different cultural backgrounds

2 Communication and reputation for global corporations

COURS : 06h00

Global corporations : managing communication of worldwide leaders

Shaping global reputation

Communicating change within global organizations

3 External communication

COURS : 06h00

Case studies (external communication)

