Course Specifications
Valid as from the academic year 2018-2019

Practical Business Communication (A000223)

Course size

\[
\begin{array}{ccc}
\text{Credits} & \text{Study time} & \text{Contact hrs} \\
6.0 & 180 \text{ h} & 75.0 \text{ h}
\end{array}
\]

Course offerings and teaching methods in academic year 2019-2020

\[
\begin{array}{ccc}
\text{B (year)} & \text{Dutch, English, French} & 50.0 \text{ h} \\
\text{project} & \text{seminar} & 25.0 \text{ h}
\end{array}
\]

Lecturers in academic year 2019-2020

- Du Pont, Olaf
  - LW06 staff member
- Jacobs, Geert
  - LW06 lecturer-in-charge

Offered in the following programmes in 2019-2020

- Master of Arts in Multilingual Business Communication
  - 6 crdts
  - offering B

Teaching languages

Dutch, English, French

Keywords

- corporate communication, marketing communication, PR

Position of the course

Specialized course in order to provide insight in communication tools, practice and applied methods in order to be able to do effective and genuine communication projects concerning product and corporate communication.

Contents

Two main parts can be distinguished:

• product or marketing communication offers an overview of the successive stages of a product communication project, from market research through creation till realization, and covers the various subdomains such as B-to-B, direct marketing, e-marketing, promotion, etc.;

• corporate communication covers the various aspects and subdomains of internal and external corporate communication (communication audit, financial communication, crisis communication, press contacts, etc.)

Initial competences

To be acquainted with scientific reporting (papers, dissertations)

Final competences

Ability to do projects related to communication tools and communication management.

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

- Project, seminar

Extra information on the teaching methods

analyse problems and cases and elaborate in small groups (with paper and oral presentation). More specifically: development and presentation of marketing plan; research and assessment of real company communication case.

Learning materials and price

(Approved)
References
   no specific references
Course content-related study coaching

Evaluation methods
   continuous assessment
Examination methods in case of periodic evaluation during the first examination period
Examination methods in case of periodic evaluation during the second examination period
Examination methods in case of permanent evaluation
   Assignment, skills test
Possibilities of retake in case of permanent evaluation
   examination during the second examination period is not possible
Extra information on the examination methods
   evaluation of paper and oral presentation, also by external specialists.
   peer evaluation: at the end of each project, the students evaluate each others realisations.
Calculation of the examination mark
   100% not periodical
Facilities for Working Students
   Please consult the instructor.