Course Specifications
Valid as from the academic year 2018-2019

Practical Business Communication (A000223)

Course offerings and teaching methods in academic year 2020-2021

<table>
<thead>
<tr>
<th>B (year)</th>
<th>Dutch, English, French</th>
</tr>
</thead>
<tbody>
<tr>
<td>project</td>
<td>50.0 h</td>
</tr>
<tr>
<td>seminar</td>
<td>25.0 h</td>
</tr>
</tbody>
</table>

Lecturers in academic year 2020-2021

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

Offered in the following programmes in 2020-2021

- Master of Arts in Multilingual Business Communication 6 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

(Course size) (nominal values; actual values may depend on programme)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
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</thead>
<tbody>
<tr>
<td>6.0</td>
<td>180 h</td>
<td>75.0 h</td>
</tr>
</tbody>
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Learning materials and price

(Approved) 1
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.