

Co-op Program

# STRATEGIC COMMUNICATION MASTER'S DEGREE



This master's program allows students to work with members of a multidisciplinary team and various communication professionals to make strategic decisions and solve complex communication problems in an environment governed by economic, competitive, social, cultural, legal and/or ethical constraints. Some students already have a great deal of experience in applied communication, having earned a bachelor's degree in communication with three four-month co-op work terms.

Whether in small and medium-sized enterprises, multinational corporations, non-profit organizations or various levels of government, communicators are able to quickly grasp the issues at stake in various environments and adapt their approach with consideration for all the stakeholders involved.

## WHAT OUR STUDENTS CAN DO FOR YOU

### Multimedia

- Understanding of digital marketing (writing, analysis tools)
- Community management
- Content creation (blogs, social media)
- Web design
- Video shooting and editing

### Communications

- Writing, translating and adapting promotional, news, advertising, administrative and technical texts
- Designing communication strategies and plans
- Event organizing
- Public relations
- Media relations
- Internal communication

### Marketing

- Market research
- Marketing strategies
- Brand ideation
- Surveys, research and analysis

### Management

- Project coordination



## KNOWLEDGE AND SKILLS

Session	Description
S-1	Strategic communication analysis, communication research problem, strategic communication problem (course 1).
S-2	International strategic communication, ethics, legal issues in international communication, corporate social responsibility, strategic communication research.
S-3	With its expertise in strategic and digital communication management, Université catholique de Louvain is a premier partner for enhancing master's students' skills and experience. Nine credits are earned at this Belgian institution.
S-4	Completion of essay.

## ORGANIZATION OF STUDY (S) AND WORK TERM (W)

1st year			2nd year	
FALL	WINT	SUM	FALL	WINT
S-1	S-2	W-1	S-3 (BELGIUM)	S-4