



## Communication plan

### Presentation

The different stages of a communication strategy, applicable to the field of public communication, will be studied from an operational perspective.

### In brief

**ECTS credits** : 3.0

**Number of hours** : 12.0

**Teaching term** : Six-monthly

**Teaching activity** : Lecture course

**Year** : Fourth year

**Validation** : Final written examination

### Contacts

#### **Responsible(s)**

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