



## Communication plan

### Presentation

Practical application of the theoretical knowledge acquired in the previous year. Students are divided into groups and must organize themselves as a communication agency to respond to a communication problem submitted by a public organization. The communication strategy and its planning will be presented to the "client" during a restitution in front of a jury.

### In brief

**Number of hours** : 12.0

**Teaching term** : Six-monthly

**Teaching activity** : Seminar

**Year** : Fifth year

**Validation** : Continuous assessment

### Contacts

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

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## Bibliography

- \* Libaert T., *Le plan de communication. Définir et organiser votre stratégie de communication*, Dunod, 2017.
- \* Dagenais B., *Le plan de communication. L'art de séduire ou de convaincre les autres*, Presses Université Laval, 2000.
- \* Adary A., Volatier B. et Mas C., *Évaluez vos actions de communication. Mesurez pour gagner en efficacité*, Dunod, 2012.

## Formule pédagogique

Practical application ; briefing session with the "client", sessions for following up on the group assignments, presentation to a jury.

