

MY PROGRAMME

2023-2024 ACADEMIC YEAR

ACADEMIC EXCHANGE SEMESTER

FROM SEPTEMBER 2023 TO JANUARY 2024

iSCOM

4TH YEAR / "GRANDE ECOLE" PROGRAMME

INTERNATIONAL COMMUNICATION (ENGLISH TRACK)

	ECTS S7
UE 41 : HUMANITIES	
<i>UC 411 : INTERNATIONAL CULTURE</i>	
French Culture	5
Advanced English Learning *	5*
French as a Foreign Language	5
<i>UC 412 : GENERAL CULTURE</i>	
Sociology & Insights	1
UE 42 : MARKETING - COMMUNICATIONS - CREATION	
<i>UC 421 : BRAND & BRANDING</i>	
Identity, project & Brand development	2
<i>UC 422 : CREATION</i>	
PAO (advanced) or VIDEO	2
SPECIALISATION	
<i>UC 423 : CONSUMER EXPERTISE</i>	
Strategic Planning & Consumer Insight Mining	2
<i>UC 424 : MARKETING TRENDS</i>	
New Marketing Techniques - from predictive to neuro to...the metaverse/VR	2
<i>UC 425 : MARKETING - CSR</i>	
Global CSR champions	2
<i>UC 426 : MEDIA</i>	
International Media	2
<i>UC 427 : BRAND CULTURE</i>	
International Brands that changed society	2
UE 43 : PROFESSIONNALISATION	
<i>UC 431 : PROFESSIONAL PATH</i>	
Professionalisation Workshop	2
Communication Forum	0
<i>UC 432 : PROFESSIONAL INSERTION/SIMULATION</i>	
Professional Challenge 1	2
Professional Challenge 2	2
Professional Challenge 3	2

* optional course

4TH YEAR / "GRANDE ECOLE" PROGRAMME

CREATION & BRAND DESIGN (FRENCH TRACK)

	ECTS S7
UE 41 : HUMANITIES	
<i>UC 411 : INTERNATIONAL CULTURE</i>	
French Culture (ENG)	5
Advanced English Learning * (ENG)	5*
French as a Foreign Language	5
<i>UC 412 : GENERAL CULTURE</i>	
Sociology & insights	1
Artistic culture (Specialisation CREA 360)	1
Design Culture (Specialisation UX & Service Design)	1
Digital Activation (Specialisation Le Quatre)	1
UE 42 : MARKETING - COMMUNICATIONS - CREATION	
<i>UC 422 : BRAND & BRANDING</i>	
Identity, project & Brand development	1
<i>UC 423 : CREATION</i>	
Design methodology	1
Creative portfolio project (Specialisation CREA 360 and UX & Service Design)	1
PAO (Specialisation Le Quatre)	1
SPECIALISATION (One specialisation to be chosen)	
<i>UC 424 : CRÉA 360 (Choose between two options)</i>	
Print/ Publishing, Pack & Design Writing (Option 1)	10
Motion design, Story-Telling/ Screenwriting & PAO (Option 2)	10
<i>UC 424 : LE QUATRE (Choose between two options)</i>	
Art Direction, Motion/Editing/Sound & PAO (Option 1)	10
Copywriting, Motion/Editing/Sound & PAO (Option 2)	10
<i>UC 424 : UX & DESIGN DE SERVICE</i>	
UX/ UI Design, Service Design, Motion Design & Retail Design	10
UE 43 : PROFESSIONNALISATION	
<i>UC 431 : PROFESSIONAL PATH</i>	
Professionalisation Workshop	2
Communication Forum	0
<i>UC 432 : PROFESSIONAL INSERTION/SIMULATION</i>	
Challenge pro 1	
Challenge pro 2	2
Challenge pro 3	2
	2

* optional course

(ENG) : Course taught in English

4TH YEAR / "GRANDE ECOLE" PROGRAMME

INFLUENCE & REPUTATION (FRENCH TRACK)

	ECTS S7
UE 41 : HUMANITIES	
<i>UC 411 : INTERNATIONAL CULTURE</i>	
French Culture (ENG)	5
Advanced English Learning * (ENG)	5*
French as a Foreign Language	5
<i>UC 412 : GENERAL CULTURE</i>	
Sociology & Insights	1
UE 42 : MARKETING - COMMUNICATIONS - CREATION	
<i>UC 421 : BRAND & BRANDING</i>	
Identity, project & Brand development	2
<i>UC 422 : CREATION</i>	
PAO (advanced) or VIDEO	2
SPECIALISATION	
<i>UC 423 : BRANDING AND INFLUENCE STRATEGY</i>	
Political and economic environment of the brand	2
Influence strategy: from target definition to KPIs	2
<i>UC 424 - TOOLS, METHODS AND PROFESSIONAL PRACTICES</i>	
Professional methods: briefing, recommendation, interviews, brainstorming, pitch	2
<i>UC 425 - PROJECT MANAGEMENT USING INFLUENCE AND REPUTATION TOOLS</i>	
Project management, organisation and budgeting	2
Digital influence workshop/ community management	2
UE 43 : PROFESSIONNALISATION	
<i>UC 431 : PROFESSIONAL PATH</i>	
Professionalisation Workshop	2
Communication Forum	0
<i>UC 432 : PROFESSIONAL INSERTION/SIMULATION</i>	
Challenge pro 1	2
Challenge pro 2	2
Challenge pro 3	2

* optional course

(ENG) : Course taught in English

4TH YEAR / "GRANDE ECOLE" PROGRAMME

STRATEGIC PLANNING AND INNOVATION MARKETING (FRENCH TRACK)

	ECTS S7
UE 41 : HUMANITIES	
<i>UC 411 : INTERNATIONAL CULTURE</i>	
French Culture (ENG)	5
Advanced English Learning * (ENG)	5*
French as a Foreign Language	5
<i>UC 412 : GENERAL CULTURE</i>	
Sociology & Insights	1
UE 42 : MARKETING - COMMUNICATIONS - CREATION	
<i>UC 421 : BRAND & BRANDING</i>	
Identity, project & Brand development	2
<i>UC 422 : CREATION</i>	
PAO (advanced) or VIDEO	2
SPECIALISATION	
<i>UC 423 - STRATEGIC PLANNING</i>	
History, meaning and contemporary practices of strategic planning	2
From insights to the big creative idea	2
<i>UC 424 - COMMUNICATION STRATEGY</i>	
Think, build and present a strategic recommendation of high added value	2
<i>UC 425 - GLOBAL INSIGHTS</i>	
Insights of luxury industry and meaning	2
<i>UC 426 - LISTEN, THINK, UNDERSTAND</i>	
Decoding and critical analysis of economic news and international advertising communication (ENG)	2
UE 43 : PROFESSIONNALISATION	
<i>UC 431 : PROFESSIONAL PATH</i>	
Professionalisation Workshop	2
Communication Forum	0
<i>UC 432 : PROFESSIONAL INSERTION/SIMULATION</i>	
Challenge pro 1	2
Challenge pro 2	2
Challenge pro 3	2

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4TH YEAR / "GRANDE ECOLE" PROGRAMME

DIGITAL STRATEGY & TRANSFORMATION (FRENCH TRACK)

	ECTS S7
UE 41 : HUMANITIES	
<i>UC 411 : INTERNATIONAL CULTURE</i>	
French Culture (ENG)	5
Advanced English Learning * (ENG)	5*
French as a Foreign Language	5
<i>UC 412 : GENERAL CULTURE</i>	
Sociology & Insights	1
UE 42 : MARKETING - COMMUNICATIONS - CREATION	
<i>UC 422 : BRAND & BRANDING</i>	
Identity, project & Brand development	2
<i>UC 423 : CREATION</i>	
PAO (advanced) or VIDEO	2
SPECIALISATION	
<i>UC 424 - DIGITAL MARKETING</i>	
Digital Acceleration Observatory	2
Digital marketing strategy - Advanced	2
Natural SEO - Advanced	2
<i>UC 425 - SOCIAL MEDIA</i>	
Community management - Advanced	2
<i>UC 426 - ANALYTICS</i>	
Introduction to Digital experience analytics	2
UE 43 : PROFESSIONNALISATION	
<i>UC 431 : PROFESSIONAL PATH</i>	
Professionalisation Workshop	2
Communication Forum	0
<i>UC 432 : PROFESSIONAL INSERTION/SIMULATION</i>	
Challenge pro 1	2
Challenge pro 2	2
Challenge pro 3	2

* optional course

(ENG) : Course taught in English