ACADEMIC EXCHANGE SEMESTER
FROM FEBRUARY 2027 TO JUNE 2027

MY PROGRAMME

2026-2027 ACADEMIC YEAR



BACHELOR 3RD YEAR | ENGLISH TRACK

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IN COMMUNICATION WE TRUST

BACHELOR 3 | 3rd year - INTERNATIONAL COMMUNICATION - ENGLISH TRACK | Paris SPRING 2027

		CODE	COURSE	DESCRIPTION	HOURS	ECTS
UE 31 Personal development	**UC 311 Languages**	ISC_B3-CI-EN-UC311-0	**French as a Foreign Language**	This course is dedicated to International / Exchange / Erasmus students wishing to study French as a foreign language.	15	2
	UC 312 General Culture	ISC_B3-CI-EN-UC312-0	**French Culture**	This course is dedicated to International/ Exchange/ Erasmus students wanting to explore French culture and heritage, looking at politics, gastronomy, art, cinema, and many other topics. What impact has French culture had on the world at large? How is it represented and communicated to the public? What about the Parisian myth or the "French chic"? Are these clichés reality or fiction? Are they used in communication & marketing still?	15	2
		ISC_B3-CI-EN-UC312-1	**Trends & Society**	The goal of this course is for students to observe to what extent the emergence of a brand or of a product depends upon the political, economic, cultural and social context that gave birth to it or made it possible. Throughout your lessons, you will analyse the societal trends that resulted in the emergence of some products, services or brands following two criteria: - Time: throughout several decades, 1950s, 1960s, 1970s, 1980s, 1990s, and 2000s. - Geographical space: across different continents – Northern Europe (Scandinavian countries + UK+ Germany), Southern Europe (Mediterranean countries), Northern America, Asia, Middle-East, and a non-defined territory.	13,5	1
	UC 313 Soft skills	ISC_B3-CI-EN-UC313-1	**Personal and social skills**	The objective of this course is to strengthen the students' ability to work in a team and develop their autonomy. In addition, it aims to increase their awareness of expected professional behaviors.	7,5	1
UE 32 Professional development	**UC 321 Professional environment**	ISC_B3-CI-EN-UC321-1	**Business and economic monitoring**	The objective of this course is to develop an in-depth understanding of the political, technological, and societal issues affecting the business world. Students will learn how to conduct effective monitoring, analyze current and future trends, and evaluate the potential impact of these trends on business communication strategies.	13,5	1
		ISC_B3-CI-EN-UC321-2	**Behind-the-scenes of an industrial sector - 3 sectors- 3 countries**	The course aims to develop students' ability to situate the company in its economic and social environment by identifying the stakeholders of three industrial sectors, the factors which establish a "culture" of the sector and the different sources of information available for communicators.	13,5	1
	UC 322 Theoretical knowledge	ISC_B3-CI-EN-UC322-1	**International Market Research**	This course aims to give an introduction to market research and its different techniques, showing them how to extrapolate the key findings and transform them into important insights – often on which a whole product development or marketing campaign is based. This course also aims for students to carry out a small research project themselves and present their findings, helping them concretely understand how to construct a methodology, execute the research and present the findings.	15	2
		ISC_B3-CI-EN-UC322-2	**Semiology**	Semiology is the study of signs and during this course you will learn about deciphering these signs. Every time you see an image, we want you to ask yourself - WHAT is making sense? What does it mean? How and why? The goal of the course is to give you the right tools to analyse and answer these very questions. Homework: this course will require to write 3-4 essays and/or presentations as part of your final grade.	13,5	1
		ISC_B3-CI-EN-UC322-4	**The Power of Chinese Media platforms**	Students will gain knowledge on the impact and importance of new media platforms/apps from China across the world and how they are changing the landscape for Brands in their business as well as their marketing strategies-ads, integration, shop-in-shop, partnerships. They will understand the power of these new media and how they are revolutionising the digital space and recognise the leadership coming from China concerning these new models and their influence on consumption (social commerce, social media selling,3rd-party partnerships, in-platform selling, star system…). **This course is taught completely online. Presence on campus is not required.**	15	1
		ISC_B3-CI-EN-UC322-5	**International Consumer Behaviour**	The objective of this course is approach consumer behaviour from a psychological and sociological point of view as well as addressing global trends and changing consumer attitudes to motivate students to become consumer experts, becoming passionate about human behaviour and consumerism.	15	1
		ISC_B3-CI-EN-UC322-6	**International Media economics**	This course aims to understand the economy, the media business model, and also to master fundamental notions of media law. It also addresses the major issues facing the media (logic of immediacy, live, fake news, etc.) as well as the working methods of journalists.	15	1
	UC 323 Strategic skills	ISC_B3-CI-EN-UC323-1	**From marketing to communication strategy**	The overall aim of the course is to develop students' understanding of the transition from marketing to communication, while differentiating the two strategic approaches. They will be expected to develop and implement an effective communication strategy based on sound marketing principles.	15	1
		ISC_B3-CI-EN-UC323-2	**How to write a recommendation…and sell it!**	Students will be provided with the techniques to build and sell a communication recommendation to reply to briefs, through an effective, engaging and impactful presentation to win new business or sell an idea. The students will learn on several levels: How to structure a presentation; How to design a presentation; How to present a presentation (verbal and non-verbal skills).	9	1
	UC 324 Professional application	ISC_B3-CI-EN-UC324-1	**Digital Marketing - phase 1**	This course introduces students to the fundamentals of digital marketing, including key channels, consumer behavior, and strategy development. Through interactive sessions, students will learn how to create engaging content, analyze data-driven marketing campaigns, and develop a basic digital strategy.	13,5	1
		ISC_B3-CI-EN-UC324-2	**Event strategy and production**	Brands and relying more and more on events to give consumers/stakeholders a real experience which reflects their values. Creating memories and unique moments, whether it be for the end consumer or a B^2B client, is gaining increasing importance within companies. This course aims to teach students not only on how to actually organise events but to help them understand how an event must fit into the bigger Brand picture, aligned with its fundamental values and personality.	13.5	1
		ISC_B3-CI-EN-UC324-3	**International Media Planning & ROI (strongly skewed digital)**	How do Brands make their media choices in this complex labyrinth? How do they segment their target groups when Silvers and Gen x both use the same platforms? Is there any point in still advertising in magazines and newspapers when we get our news on X? If digital is dominating how can we justify spending on any other media? So many media choices to make and all with one question – what is my ROI? How efficient was my campaign? How do I measure my conversion rate? In a constantly evolving landscape, formats are also evolving at the same rate. Video in story format are quick and creative, will the TV ad survive? These are some of the questions we will approach in our course, not only teaching the basics about media and how to plan and buy media but also asking the bigger picture questions.	15	2
		ISC_B3-CI-EN-UC324-4	**Digital influence/community management**	Students will strengthen the basic knowledge of community management and social management: tools of community animation on social media, etc. This course will also teach how to increase audience for a brand or product with social media strategies.	15	1
		ISC_B3-CI-EN-UC324-5	**Copywriting**	Knowing how to master words is essential for any great communicator. Copywriting is of course a specific job in Advertising, but the skills learned can also be transferred and be extremely useful in many professional roles. Learning how to master the English language and transmit efficient, engaging and impactful messages through words is a powerful talent to have. In this course you will be exposed to the core fundamentals and mechanics of copywriting (direct response and branding copy). Later on, you will try scriptwriting which consists of a script-focused lecture, followed by an in-class project including storyboarding your idea and presenting your work to the class.	15	1

		ISC_B3-CI-EN-UC324-6	**International Press Relations - phase 1**	You will learn what PR is exactly and how to plan an efficient PR campaign. You will also discover and become familiar with the Anglophone media landscape and the different target groups that they address. A great PR professional knows how to craft, deliver and sell a message both on and offline, and these are skills that you will acquire during this course.	15	**1**
		ISC_B3-CI-EN-UC324-7	**Brief, consultation, budgeting**	When you work in communication, you are spending money…there is no immediate visible Return on Investment so you have to know how to budget your different actions to be as efficient as possible with your available budget and justify your spend. Knowing how to set up and monitor a budget is essential for any young professional in the communications business whether you work for the Brand or for an Agency. Students will also learn how to interpret and work on a brief	13.5	**1**
	UC 325 Digital literacy	ISC_B3-CI-EN-UC325-2	**Graphic design** **OR** **Video editing**	This course provides students with essential IT skills for communication roles, as many employers expect proficiency in industry-standard tools beyond graphic design. By the end of the course, students will be able to prepare files for print and digital use, edit and retouch images, and create both bitmap and vector graphics. **Students must choose either Graphic design or Video editing, not both.**	15	**1**
	UC 326 - Tech	ISC_B3-CI-EN-UC326-1	**AI tools monitoring- phase 1**	This course explores how AI is used in international monitoring and competitive intelligence. Students will learn how tools such as AI-powered news aggregators, advanced language models, and translation systems support the collection and analysis of global information to generate consumer and market insights. The course also covers how these insights inform strategic decisions, market entry, and cultural adaptation. Through practical exercises and a mini-project, students will learn to turn data into actionable recommendations.	12	**1**
UE 33 Professional Integration						
	UC 331 - Professional Simulations	ISC_B3-TC-UC331-2	**Video Creative Storm**	The students produce a video clip edited according to the criteria of possible virality and the resolution of the brief.	21	**4**
		ISC_B3-TC-UC331-3	**Iscom Marketing Battle**	Over the course of a week, you will work in teams to produce a marketing recommendation for a real company, usually an entrepreneur or a start-up. Students will tackle a specific marketing problem, such as client acquisition, product distribution, naming or In-store promotion for example, and together in teams, research and analyse the market, identify opportunities and build an impactful recommendation that the client can immediately apply to his business. **This course takes place from the 24th to the 28th of May.**	4	**2**
	UC 333 - Professional project	ISC_B3 M1 M2-TC-EN-UC333-2	**Sector-specific electives x 2 (e-learning course)**	Electives allow students to explore different communication sectors while gaining practical, industry-focused skills. Each student selects one module to personalize their academic and career path. Sectors include: luxury, sport & outdoor, gastronomy, tourism & travel, green tech, health & wellness, creative industries, entertainment & gaming, and humanitarian & NGOs.	15	**1**

*Optional course

The column "HOURS" indicates the number of hours spent on face-to-face or online learning for each course.
Be aware that work in autonomy, project work and teamwork are done in addition to the indicated hours in this document.

UE - Bloc of skills
UC - Bloc of courses

E-learning course: fully self-paced online learning, without the involvement of a teacher.

Non-binding document.