

International Global Communications

Total ECTS without optional courses

	Coef	ECTS
		60
UE 1 : ACADEMIC FOUNDATIONS		
I International Relations	1	2
I Current Events	1	2
I Press Reviews	1	1
I Semiology	1	1
UE 2 : BUSINESS STUDIES		
I Business Law	1	1
I Labour Law	1	1
I Business Models	1	1
I Intercultural Management	1	1
I Entrepreneurship	1	1
UE 3 : MARKETING AND COMMUNICATIONS		
I Public Relations	1	1
I Consumer Behaviour	1	1
I Sectoral Marketing	3	3
UE 4 : TECHNICAL SKILLS		
I Copywriting	1	1
I Français Langue étrangère	1	1
I IT Skills / Graphic Design	1	1
I Media Training / Media Relations	1	1
UE 5 : PROFESSIONAL TRAINING		
I Professional Project	1	1
I Communications Recommendations	3	3
I Marketing Competition	2	1
I Micro-Agency Project	4	5
I Internship	5	30
UE 6 : OPTION D'APPROFONDISSEMENT		
I Talents créatifs	1	1
I Langues et civilisation / Foreign Languages	1	1