

iSCOM

INTERNATIONAL
GLOBAL COMMUNICATIONS

PROGRAMME

HIGHER INSTITUTE FOR COMMUNICATIONS AND ADVERTISING

PROGRAMME



INTERNATIONAL
GLOBAL COMMUNICATIONS

1st YEAR PROGRAMME

	ECTS Semester 1	ECTS Semester 2	TOTAL ECTS / Course
UE1 ACADEMIC FOUNDATIONS			
Humanities – Modern and Contemporary History	2	-	2
Humanities – Analysis of Contemporary World	-	1	1
Mass Media History	2	-	2
The Digital Revolution	-	1	1
TOTAL	4	2	
UE 2 BUSINESS STUDIES			
International Legal Systems	2	2	4
Macroeconomics – Theory, Markets	2	2	4
Introduction to Management	2	2	4
TOTAL	6	6	
UE 3 MARKETING AND COMMUNICATIONS			
Strategic and Operational Marketing Foundations	2	2	4
Branding Foundations	2	2	4
Communications Monitoring, Communications Sectors	2	2	4
The Creative Process	2	-	2
Introduction to Social Media	-	2	2
TOTAL	8	8	
UE 4 TECHNICAL SKILLS			
Writing Skills	2	2	4
Interpersonal Communication Skills	1	1	2
IT Skills / Graphic Design	2	2	4
TOTAL	5	5	
UE 5 PROFESSIONAL SKILLS			
Team Building *	0	-	0
Visual Identity	-	2	2
Professional project	2	1	3
Internship	-	4	4
Professional Warm-up	3	-	3
Creativity Intensive Week	2	2	4
TOTAL	7	9	
ELECTIVE COURSE			
Foreign Language (French, Chinese, German, Spanish, Arabic)	1	1	1
TOTAL	1	1	
TOTAL WITH ELECTIVES	31	31	61
TOTAL WITHOUT ELECTIVES	30	30	60

* Attendance to this course is mandatory. However, students are not assessed. Therefore no ECTS credits are awarded.

PROGRAMME GRANDE ÉCOLE

ENGLISH TRACK

2nd YEAR PROGRAMME

	ECTS Semester 3	ECTS Semester 4	TOTAL ECTS / Course
UE1 ACADEMIC FOUNDATIONS			
European Institutional History	2	-	2
International Political Systems	-	2	2
Media and Society	2	-	2
Communication Theory	1	-	1
TOTAL	5	2	
UE 2 BUSINESS STUDIES			
Communications Law	2	-	2
Law and Technology	-	1	1
Microeconomics	1	2	3
Commercial Relations	3	-	3
TOTAL	6	3	
UE 3 MARKETING AND COMMUNICATIONS			
Digital and Mobile Marketing	2	1	3
Interactive Media Strategies	3	2	5
Media Planning	-	2	2
Search Engine Optimisation	2	1	3
Internal Communications	-	2	2
Advertising Communications	3	-	3
Corporate Communications	-	2	2
TOTAL	10	10	
UE 4 TECHNICAL SKILLS			
Writing for the Web	2	1	3
IT Skills	2	1	3
TOTAL	4	2	
UE 5 PROFESSIONAL SKILLS			
Personal Branding and Personal Project	1	1	2
Project Management	1	2	3
Digital Branding Business Challenge	2	-	2
International Week	1	-	1
European Internship	-	10	10
TOTAL	5	13	
ELECTIVE COURSE			
Foreign Language (French, Chinese, German, Spanish, Arabic)	1	1	2
Civic Engagement	-	1	2
TOTAL	1	2	
TOTAL WITH ELECTIVES	31	32	63
TOTAL WITHOUT ELECTIVES	30	30	60

3rd YEAR PROGRAMME

	ECTS Semester 5	ECTS Semester 6	TOTAL ECTS / Course
UE1 ACADEMIC FOUNDATIONS			
International Relations	2	-	2
Current Events	2	-	2
Press Reviews	1	-	1
Introduction to Semiology	1	-	1
Applied Semiology	1	-	1
TOTAL	7	0	
UE2 BUSINESS STUDIES			
Business Law	1	-	1
Labour Law	1	-	1
Business Models	1	-	1
Intercultural Management	1	-	1
Entrepreneurship	1	-	1
TOTAL	5	0	
UE3 MARKETING AND COMMUNICATIONS			
Public Relations	1	-	1
Consumer Behaviour	1	-	1
Sectoral Marketing	3	-	3
TOTAL	5	0	
UE4 TECHNICAL SKILLS			
Copywriting	1	-	1
IT Skills / Graphic Design	1	-	1
Media Training / Media Relations	1	-	1
TOTAL	3	0	
UE5 PROFESSIONAL SKILLS			
Professional Project	1	-	1
Communications Recommendation	2	-	2
Marketing Competition	1	-	1
Micro-Agency Project	5	-	5
International Week	1	-	1
International Internship	-	30	30
TOTAL	10	30	
ELECTIVE COURSE			
Foreign Language (French, Chinese, German, Spanish, Arabic)	1	-	1
TOTAL	1	0	
TOTAL WITH ELECTIVES	31	31	62
TOTAL WITHOUT ELECTIVES	30	30	60

**PROGRAMME GRANDE ÉCOLE
ENGLISH TRACK**

3rd YEAR PROGRAMME

	ECTS Semester 5	ECTS Semester 6	TOTAL ECTS / Course
UE1 ACADEMIC FOUNDATIONS			
International Relations	-	2	2
Current Events	-	2	2
Press Reviews	-	1	1
Introduction to Semiology	-	1	1
Applied Semiology	-	1	1
TOTAL	0	7	
UE2 BUSINESS STUDIES			
Business Law	-	1	1
Labour Law	-	1	1
Business Models	-	1	1
Intercultural Management	-	1	1
Entrepreneurship	-	1	1
TOTAL	0	5	
UE3 MARKETING AND COMMUNICATIONS			
Public Relations	-	1	1
Consumer Behaviour	-	1	1
Sectoral Marketing	-	3	3
TOTAL	0	5	
UE4 TECHNICAL SKILLS			
Copywriting	-	1	1
IT Skills / Graphic Design	-	1	1
Media Training / Media Relations	-	1	1
TOTAL	0	3	
UE5 PROFESSIONAL SKILLS			
Professional Project	-	1	1
Communications Recommendation	-	2	2
Marketing Competition	-	1	1
Micro-Agency Project	-	5	5
Lunch & Learn	-	1	1
International Internship	30	-	30
TOTAL	30	10	
ELECTIVE COURSE			
Foreign Language (French, Chinese, German, Spanish, Arabic)	-	1	1
TOTAL	0	1	
TOTAL WITH ELECTIVES	30	31	61
TOTAL WITHOUT ELECTIVES	30	30	60

4th YEAR PROGRAMME

	ECTS Semester 7	ECTS Semester 8	TOTAL ECTS / Course
UE1 ADVANCED GENERAL STUDIES			
Brand Management	1	-	1
Branding Foundations (e-learning) *	0	-	0
Global Communications	1	-	1
Communications Budgeting	1	-	1
HR & Diversity Management	1	-	1
Communication Forum *	0	-	0
Ice Breaking*	0	-	0
Good Living Together *	0	-	0
Lunch & Learn	1	-	1
TOTAL	5	0	
UE2 ADVANCED AREAS IN MAJOR			
Writing Skills	1	-	1
Digital Marketing	2	-	2
Crisis Communication	2	-	2
International Media	2	-	2
Strategic Planning	2	-	2
B2B Communication	2	-	2
Social Media Management & Brand Content	2	-	2
Design Thinking	2	-	2
TOTAL	15	0	
UE3 PROFESSIONAL SKILLS AND PRACTICE			
Professional Competitions	8	-	8
Business Game	2	-	2
Professional Project Thesis (written)	-	5	5
Professional Project / applied Research Thesis (written)	-	10	10
Professional Project / applied Research Thesis (oral defense)	-	10	10
Professional Project: Tutorials	-	5	5
TOTAL	10	30	
TOTAL	30	30	60

* Attendance to these courses is mandatory. However, students are not assessed. Therefore no ECTS credits are awarded.

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5th YEAR PROGRAMME

WORK-STUDY PROGRAMME: Students spend 4 days a week in the company and 1 day a week at ISCOM. Therefore courses aren't divided by semesters

	TOTAL ECTS / Course
UE1 ANALYSIS OF INTERNATIONAL CONTEXT	
Persuasion and Promotion	2
Advertising Strategic Planning	1
International Intellectual Property / International Media	1
Negotiation: Non-Verbal Communication *	0
Creative Problem-Solving	2
Trend Spotting	2
Trend Mapping *	0
TOTAL	8
UE2 INTERNATIONAL MARKETING AND COMMUNICATION	
Fundraising and Sponsorship Management	1
Understanding Corporate Finance	1
Understanding Business Objectives and KPIs	2
Marketing Services and CRM (BtoB/BtoC)	2
Presentation «Flow & Pitch» *	0
Emerging Markets	2
Branding and Design	2
New Perspectives in Global Communications *	0
Social Media and Networks of Influence	2
SEO *	0
Web Semiotics/Ergonomics *	0
RSE *	0
Demystifying start-ups *	0
TOTAL	12
UE3 SECTORIAL STUDIES	
International Business Game	5
Seminar/Workshop 1	5
Seminar/Workshop 2	5
Seminar/Workshop 3	5
Seminar/Workshop 4	5
Re-entry Seminar/Workshop	5
TOTAL	30
UE4 PROFESSIONAL SKILLS AND PRACTICE	
Personal Branding *	0
Tutorial SEP *	0
Professional Practice Report	5
Professional Practice: Applied Research Thesis	5
Professional Practice: Oral Defense	5
TOTAL	10
TOTAL	60

* Attendance to these courses is mandatory. However, students are not assessed. Therefore no ECTS credits are awarded.

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