

PROGRAMME FRANCO-ALLEMAND

ISCOM STRASBOURG

2nd YEAR PROGRAMME	LANGUAGE		
	ENG	GERM	FR
UE1 : ACADEMIC FOUNDATIONS			
Histoire et Institutions européennes			X
International Political Systems	X		
Media and society	X		
UE2 : BUSINESS STUDIES			
Droit de la communication et des technologies / Kommunikationsrecht		X	
Micro-économie / Mikroökonomie		X	
Relations commerciales / Geschäftsbeziehungen		X	
Management interculturel / Interkulturelles Management		X	
UE3 : MARKETING AND COMMUNICATIONS			
Digital and mobile marketing	X		
Media Strategies		X	
SEO Project : brief + 1ère séance			X
Writing for the web	X	X	X
SEO Conférence (SEO Project)			X
Coding Days (SEO Project)			X
Technologie du web (SEO Project)			X
Motion design (SEO Project)			X
Montage vidéo (SEO Project)			X
Community Management (SEO Project)			X
Communication publicitaire / Werbung		X	
Corporate communication	X		
Crisis Communication	X		
Lobbying			X
Pack Marketing	X		
Digital Days	X	X	X
UE4 : PROFESSIONAL SKILLS			
IT Skills			X
Personal Branding & Personal Project		X	
Challenge "les 1ers de la Com"			X
International Internship Preparation	X	X	X
Conduite de Projet de Communication			X
Production de contenus rédactionnels			X
Writing workshops (dont prépa TOEIC)	X		
Communication English	X		
Communication German		X	