

PROGRAMME FRANCO-ALLEMAND

ISCOM STRASBOURG

3rd YEAR PROGRAMME	LANGUAGE		
	ENG	GERM	FR
UE1 : ACADEMIC FOUNDATIONS			
International Relations	X		
Current Events	X		
Academic English	X		
Certificat Goethe-Zertifikat C1		X	
Press Reviews	X		
Sémiologie			X
Communication Orale			X
UE2 : BUSINESS STUDIES			
Droit du Travail / Arbeitsrecht		X	
Business Model / Geschäftsmodell		X	
Entrepreneurship / Unternehmertum		X	
UE3 : MARKETING AND COMMUNICATIONS			
International Marketing & Sector Analysis	X		
International Brand Platform	X		
Public Relations / Media Relations / Öffentlichkeitsarbeit		X	
Event Communication	X		
Communication Publique et Politique / Öffentliche und politische Kommunikation		X	
UE4 : PROFESSIONAL SKILLS			
Graphic & Web Design			X
Video			X
Marketing Competition			X
Recommandation opérationnelle			X
Projet de Micro-agence			X
International & Intercultural Project Management	X	X	X
Personal Project Development		X	
International Week	X	X	X
Forum de la communication	X	X	X
Thematic Conferences	X	X	X
Internship ou ERASMUS	X	X	
ELECTIVE COURSE			
Talents créatifs			X
Talents entrepreneur			X
Laboratoire de marque			X