

# PROGRAMME FRANCO-ALLEMAND

ISCOM STRASBOURG

4th YEAR PROGRAMME	LANGUAGE		
	ENG	GERM	FR
<b>UE1 : ADVANCED GENERAL STUDIES</b>			
Brand Management & Branding Foundations	X		
Communications Budgeting			X
Human resource Management		X	X
Forum de la Communication	X	X	X
Personal Branding		X	
Ice Breaking			X
Communication English	X		
Goethe C1 Preparation		X	
<b>UE2 : ADVANCED AREAS IN MAJOR</b>			
Digital Marketing & social media		X	
Writing in Communications	X		
International Media	X		
Sensitive communication and Crisis communication			X
Mesures et performances online			X
Profesional Marketing			X
Public Relations Strategy		X	
International & Intercultural Project Management	X	X	X
International Relations	X		
Design Thinking	X		
Global Communications	X		
<b>UE3 : PROFESSIONAL SKILLS AND PRACTICE</b>			
Compétitions professionnelles (N°1 et 2 en Français, N° 3 en Allemand )		X	X
Jeu d'entreprise			X
Recherche personnelle tutorée - Ecrit		X	
Recherche personnelle tutorée - Oral		X	
Synthèse de projet professionnel		X	
Internship			