_ACADEMIC EXCHANGE SEMESTER
_FROM SEPTEMBER 2024 TO JANUARY 2025
OR
_FROM FEBRUARY 2025 TO JUNE 2025

MY PROGRAMME

2024-2025 ACADEMIC YEAR

_INTERNATIONAL COMMUNICATION
_BACHELOR 3RD YEAR | ENGLISH TRACK

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BACHELOR | 3RD YEAR | INTERNATIONAL COMMUNICATION | ENGLISH TRACK

		CODE	COURSE	DESCRIPTION	HOURS	ECTS
UE 31 Personal development	UC 311 Languages	ISC_B3-CI-EN-UC311-0	French as a Foreign Language	This course is dedicated to International/ Exchange/ Erasmus students wishing to study French as a foreign language.	15	6
	UC 312 General Culture	ISC_B3-CI-EN-UC312-0	French Culture	This course is dedicated to International/ Exchange/ Erasmus students wanting to explore French culture and heritage, looking at politics, gastronomy, art, cinema, and many other topics. What impact has French culture had on the world at large? How is it represented and communicated to the public? What about the Parisian myth or the "French chic"? Are these clichés reality or fiction? Are they used in communication & marketing still?	15	6
		ISC_B3-CI-EN-UC312-1	Trends & Society	The goal of this course is for students to observe to what extent the emergence of a brand or of a product depends upon the political, economic, cultural and social context that gave birth to it or made it possible. Throughout your lessons, you will analyse the societal trends that resulted in the emergence of some products, services or brands following two criteria: - Time: throughout several decades, 1950s, 1960s, 1970s, 1980s, 1990s, and 2000s. - Geographical space: across different continents – Northern Europe (Scandinavian countries + UK+ Germany), Southern Europe (Mediterranean countries), Northern America, Asia, Middle-East, and a non-defined territory.	15	2
	UC 313 Soft skills	ISC_B3-MC-EN-UC313-1	Personal and social skills	The objective of this course is to strengthen the students' ability to work in a team and develop their autonomy. In addition, it aims to increase their awareness of expected professional behaviors.	7,5	1
		ISC_B3-CI-EN-UC313-2	Collective creativity	Students will learn collective intelligence (methods, concepts, processes, attitude).	7,5	1
UE 33 Professional development	UC 321 Professional environment	ISC_B3-CI-EN-UC321-1	Monitoring of the political, technological, and societal challenges facing the business	The objective of this course is to develop an in-depth understanding of the political, technological, and societal issues affecting the business world. Students will learn how to conduct effective monitoring, analyze current and future trends, and evaluate the potential impact of these trends on business communication strategies.	15	1
		ISC_B3-CI-EN-UC321-2	Behind-the-scenes of an industrial sector - 3 insights **(not recommended for one-semester exchange students)**	The course aims to develop students' ability to situate the company in its economic and social environment by identifying the stakeholders of three industrial sectors, the factors which establish a "culture" of the sector and the different sources of information available for communicators. Among the three insights proposed, the first necessarily concerns that of communication. The other two sectors covered can be chosen based on the opportunities that may present themselves in each school.	15	2

UE 33 **Professional development** 1	UC 322 Theoretical knowledge	1	ISC_B3-CI-EN-UC322-1	International Market Research	This course aims to give an introduction to market research and its different techniques, showing them how to extrapolate the key findings and transform them into important insights – often on which a whole product development or marketing campaign is based. This course also aims for students to carry out a small research project themselves and present their findings, helping them concretely understand how to construct a methodology, execute the research and present the findings.	15 / 1
			ISC_B3-CI-EN-UC322-2	Digital law (GDPR, personal data, etc.)	This course gives the notions of digital law and the basic concepts of digital law.	7,5 / 1
			ISC_B3-CI-EN-UC322-3	Semiology	Semiotics is the study of signs and during this course you will learn about deciphering these signs. Every time you see an image, we want you to ask yourself - WHAT is making sense? What does it mean? How and why? The goal of the course is to give you the right tools to analyse and answer these very questions. Homework: this course will require to write 3-4 essays and/or presentations as part of your final grade.	15 / 2
			ISC_B3-CI-EN-UC322-4	Brand Identity **(ONLINE COURSE)** **(not recommended for one-semester exchange students)**	An online course which covers the importance of branding/naming with the Brand identity.	15 / 1
			ISC_B3-CI-EN-UC322-5	Media economics	This course aims to understand the economy, the media business model, and also to master fundamental notions of media law. It also addresses the major issues facing the media (logic of immediacy, live, fake news, etc.) as well as the working methods of journalists.	15 / 2
	UC 323 Strategic skills 1		ISC_B3-CI-EN-UC323-1	From marketing to communication strategy	In this module, you'll look at how Brands market their products and services across different sectors. What are the rules, the codes and the current practices? Can we apply all marketing techniques to all sectors, or must we adapt our marketing mix every time? You will discover several case studies and look at innovative marketing concepts and solutions such as experiential marketing.	15 / 1
			ISC_B3-CI-EN-UC323-2	How to write a recommendation...and sell it!	Students will be provided with the techniques to build and sell a communication recommendation to reply to briefs, through an effective, engaging and impactful presentation to win new business or sell an idea. The students will learn on several levels: How to structure a presentation; How to design a presentation; How to present a presentation (verbal and non-verbal skills).	15 / 1

UE 33 **Professional development**	UC 323 Strategic skills	ISC_B3-CI-EN-UC323-3	Event strategy and production	Brands and relying more and more on events to give consumers/stakeholders a real experience which reflects their values. Creating memories and unique moments, whether it be for the end consumer or a B²B client, is gaining increasing importance within companies. This course aims to teach students not only on how to actually organise events but to help them understand how an event must fit into the bigger Brand picture, aligned with its fundamental values and personality.	15	1
	UC 324 Business application	ISC_B3-CI-EN-UC324-1	International Consumer Behaviour	The objective of this course is approach consumer behaviour from a psychological and sociological point of view as well as addressing global trends and changing consumer attitudes to motivate students to become consumer experts, becoming passionate about human behaviour and consumerism.	15	1
		ISC_B3-CI-EN-UC324-2	International Media Planning & ROI (strongly skewed digital)	How do Brands make their media choices in this complex labyrinth? How do they segment their target groups when Silvers and Gen x both use the same platforms? Is there any point in still advertising in magazines and newspapers when we get our news on Twitter? If digital is dominating how can we justify spending on any other media? So many media choices to make and all with one question – what is my ROI? How efficient was my campaign? How do I measure my conversion rate? In a constantly evolving landscape, formats are also evolving at the same rate. Video in story format are quick and creative, will the TV ad survive? These are some of the questions we will approach in our course, not only teaching the basics about media and how to plan and buy media but also asking the bigger picture questions.	15	2
		ISC_B3-CI-EN-UC324-3	The Power of New Media platforms- TikiTok, Gaming...	Students will gain knowledge on the impact and importance of new media platforms/apps from China across the world and how they are changing the landscape for Brands in their business as well as their marketing strategies-ads, integration, shop-in-shop, partnerships. They will understand the power of these new media and how they are revolutionising the digital space and recognise the leadership coming from China concerning these new models and their influence on consumption (social commerce, social media selling,3rd-party partnerships, in-platform selling, star system…).	15	2
		ISC_B3-CI-EN-UC324-4	Digital influence/community management	Students will strengthen the basic knowledge of community management and social management: tools of community animation on social media, etc. This course will also teach how to increase audience for a brand or product with social media strategies.	15	1

UE 33 **Professional development**	UC 324 Business application	ISC_B3-CI-EN-UC324-5	Copywriting	Knowing how to master words is essential for any great communicator. Copywriting is of course a specific job in Advertising, but the skills learned can also be transferred and be extremely useful in many professional roles. Learning how to master the English language and transmit efficient, engaging and impactful messages through words is a powerful talent to have. In this course you will be exposed to the core fundamentals and mechanics of copywriting (direct response and branding copy). Later on, you will try scriptwriting which consists of a script-focused lecture, followed by an in-class project including storyboarding your idea and presenting your work to the class.	15	2
		ISC_B3-CI-EN-UC324-6	Press Relations	You will learn what PR is exactly and how to plan an efficient PR campaign. You will also discover and become familiar with the Anglophone media landscape and the different target groups that they address. A great PR professional knows how to craft, deliver and sell a message both on and offline, and these are skills that you will acquire during this course.	9	1
		ISC_B3-CI-EN-UC324-7	The Importance of Branding	Branding is more than creating a fancy logo, it's about creating a full story that consumers can connect to. Great branding is about creating emotions and generating loyalty with consumers. It's about creating a coherent line from A to Z, from the logo to the story to the tone of voice used in social media posts as well as internal team spirit.	15	3
		ISC_B3-CI-EN-UC324-8	Brief, consultation, budgeting	When you work in communication, you are spending money…there is no immediate visible Return on Investment so you have to know how to budget your different actions to be as efficient as possible with your available budget and justify your spend. Knowing how to set up and monitor a budget is essential for any young professional in the communications business whether you work for the Brand or for an Agency. Students will also learn how to interpret and work on a brief.	15	1
		ISC_B3-CI-EN-UC324-9	Desktop Publishing (advanced) or VIDEO (editing) **(not recommended for one-semester exchange students)**	Nowadays young graduates have to be multi-taskers and even if you prefer strategy to artistic direction you will most likely need some graphic and video skills for your assignments, internships and first job. Learning how to use Photoshop, InDesign and Illustrator as well as video montage tools is therefore essential, and these lessons aim to give you a good grasp of graphic design/vidoe tools which will be extremely helpful for you in school and for the rest of your career.	15	1
	UC 325 Personal initiatives	ISC_B3-CI-EN-UC325-1	Creative Talents Track* **(not recommended for one-semester exchange students)**	Voluntary participation in creative briefs allowing students to explore and develop their creativity in different areas. This option is very useful for profiles destined for a creative career because the creations produced enrich their portfolio.	0	0

UE 33 Professional integration					HOURS	
	UC 331 Work situations	ISC_B3-MC-EN-UC331-1	Micro-agency **(not recommended for one-semester exchange students)**	One of the major projects for the 3rd year Is the Micro-Agency project. With 4 or 5 of your classmates you will form a communication agency and work for a real client on real projects. You will be advising and producing work for this client over a period of 4 months. You could be producing websites, managing social media, creating content, organising events, writing press releases…Throughout the project you will be coached and advised by a dedicated teacher and will submit 3 reports on your progress. You will give an oral presentation at the end of your experience on the whole project. This real-life exercise prepares you for the professional world as well as helping you Improve both hard and soft skills such as; team work, time-management, communication, negotiation skills and presentation and persuasion.	7,5	2
		ISC_B3-MC-EN-UC331-3	Viral challenge clip	The students walk the streets with their smartphones and make observations on a societal theme. They produce a video clip edited according to the criteria of possible virality and the resolution of the brief.	21	1
		ISC_B3-MC-EN-UC331-3	Marketing game	Over the course of a week, you will work in teams to produce a marketing recommendation for a real company, usually an entrepreneur or a start-up. Students will tackle a specific marketing problem, such as client acquisition, product distribution, naming or In-store promotion for example, and together in teams, research and analyse the market, identify opportunities and build an impactful recommendation that the client can immediately apply to his business.	4	2
	UC 333 Professional project	ISC_B3-CI-EN-UC333-3	Communication Forum **(Autumn Semester only)** **(HYBRID COURSE)**	Inspiring communication and marketing professionals come to ISCOM for three days to share their knowledge and experience through conferences, lectures, and workshops in English & French. Tens of events are on the agenda and every year the theme changes to be in harmony with the latest trends and hot topics!	7	0

*Optional course

The column "HOURS" indicates the number of hours spent on face-to-face or online learning for each course. Be aware that work in autonomy, project work and teamwork are done in addition to the indicated hours in this document.

UC - Bloc of courses
UE - Bloc of skills

Hybrid course : teaching mainly followed on SEIRA an online learning platform with some face-to-face support (often introductory and/or intermediate and/or final session)
Online course: completely autonomous online learning without the involvement of a teacher. – NOT RECOMMENDED FOR EXCHANGE STUDENTS