MY PROGRAMME

2025-2026 ACADEMIC YEAR

BACHELOR 2ND YEAR | ENGLISH TRACK

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BACHELOR 2 | 2nd year - MARKETING & COMMUNICATION - ENGLISH TRACK | Paris - AUTUMN 2025

		CODE	COURSE	DESCRIPTION	HOURS	ECTS
UE 21 Personal development	UC 211 Languages	ISC_B2-MC-EN-UC211-0	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 212 General Culture	ISC_B2-MC-EN-UC212-0	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_B2-MC-EN-UC212-1	General culture/Pop Culture	The study, discussion and analysis of important past and present social, cultural or political events. Pop culture through the ages from the 1950s until today and its impact on society.	15	2
	UC 213 Soft skills	ISC_B2-MC-EN-UC213-1	Professional attitude	The objective of this course is to strengthen the understanding of appropriate professional attitudes and behaviours in the workplace. Students will learn how to develop a mature professional attitude, manage their emotions effectively, and gain self-confidence. Through role-playing and a series of interactive modules, participants will learn how to adopt a positive and appropriate professional attitude.	15	1
		ISC_B2-MC-EN-UC213-2	Creativity	This course enables students to develop their creativity through video. Led by a creativity consultant, the emphasis is on experimentation to go beyond conventional approaches. By the end of the course, students will have acquired methods for generating original ideas and translating them into relevant, impactful video concepts.	7,5	1
UE 22 Professional development	UC 222 Theoretical knowledge	ISC_B2-MC-EN-UC222-1	Psycho-sociology of the consumer	This course aims to introduce students to the main principles of consumer psycho-sociology in order to gain a better understanding of consumer behaviour, motivations and purchasing decisions. Through the study of the psychological mechanisms and social influences that shape consumption, students will learn to analyse the expectations of the public in order to adapt communication strategies accordingly.	15	1
		ISC_B2-MC-EN-UC222-3	Typography	The aim of this course is to familiarise students with the basics of typography, helping them to understand its importance in visual communication. They will learn to identify and use different types of font, apply the rules of typographic hierarchy and respect the principles of page layout.	7,5	1
	UC 223 Strategic skills	ISC_B2-MC-EN-UC223-1	Marketing Foundations	The course aims to deepen the fundamentals of defining and implementing a marketing strategy and its action plan. The main objective of this course is to master a structured methodology in order to be able to develop an effective marketing plan to stand out from the competition and anticipate risks.	15	2
		ISC_B2-MC-EN-UC223-2	Methodology of strategic recommendation	The course aims to master the methodology of recommendation (situation analysis, communication strategy, creative strategy and means strategy) in order to carry out a coherent and justified approach and to respond with relevance to an advertiser's request.	15	2
	UC 224 Business application	ISC_B2-MC-EN-UC224-3	Creative concepts	This course aims to define and explain the notion of creative concept. It explores its central role in the construction of a campaign, its structuring and its impact on the perception of a message. Through case studies, analysis of emblematic campaigns and practical exercises, students will learn to identify the key elements of an effective creative concept and understand how it is applied to different media.	11	1
		ISC_B2-MC-EN-UC224-7	Graphic Design	This course is aimed at students who have already taken an introduction to DTP. It aims to deepen students' knowledge of the Adobe CC suite. It focuses on the new features offered by Adobe Express and how they complement traditional tools such as Photoshop, Illustrator and InDesign.	15	2
	UC 225 Digital literacy	ISC_B2-MC-EN-UC225-3	Introduction to digital strategy	The aim of this course is to introduce students to the fundamentals of digital strategy. It helps them to understand the challenges of digital for brands, to analyse the strategic levers (social networks, SEO, content marketing, online advertising, etc.) and to explore the new trends in the sector.	9	1
	UC 226 Tech	ISC_B2-MC-EN-UC226-1	Introduction to web languages	This course introduces students to the main web languages (HTML, CSS, JavaScript) to give them an understanding of the basics of developing and structuring online content. They will discover the role of these languages in creating websites, optimising the user experience and adaptability to different media.	12,5	2
	UC 227 Personalized initiatives	ISC_B2-MC-TC-UC227-1	Creative Talents Track*	Voluntary participation in creative briefs allowing students to explore and develop their creativity in different areas. This option is very useful for profiles interested in a creative career because the creations produced enrich their portfolio.	0	0
UE 23 Professional Integration	UC 231 Professional Simulation	ISC_B2-MC-EN-UC231-1	Project management in communication	How does one manage a communication project from A to Z, from the initial brief to the end-result and everything in between? Here students will learn how to be excellent project managers which will not only serve them in their future jobs but also in their group work at school.	9	2
		ISC_B2-MC-EN-UC231-4	3 Professional Application Weeks	This track, organised into three themed weeks, enables students to discover the fields of digital, design and marketing/advertising. Through concrete, creative and rewarding activities, they experiment with each area by producing their own: a podcast for the digital week, a logo and graphic charter for the creative week, and a billboard for the week dedicated to marketing and advertising.	30	6

*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.

UE - Bloc of skills
UC - Bloc of courses

Non-binding document.