MY PROGRAMME

2025-2026 ACADEMIC YEAR

ISCOM X YOU

MBA1 4TH YEAR | ENGLISH TRACK

		CODE	COURSE	DESCRIPTION	HOURS	ECTS
UE 41 Personal development	UC 411 Languages	ISC_M1-CI-EN-UC411-0	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 412 General Culture	ISC_M1-CI-EN-UC412-0	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		ISC_M1-CI-EN-UC412-1	Sociology & Insights	Course first addresses elements of sociology, some essential historical references and some essential authors to make the approach understood. The main phenomena that structure contemporary French society and the changes that question the future are studied in order to share the keys to understanding the time and current events. Then, in an applied sociology approach, different trends or sectoral approaches are studied in order to create a bridge between the theory and its applications to the marketing and communication professions.	15	2
	UC 413 Soft skills	ISC_M1-CI-EN-UC413-1	Team management, collaborative spirit and prioritising work	This course aims to develop agile and strategic leaders in the fields of communication and creation. It aims to develop the skills needed to effectively lead a team in dynamic, high-pressure environments, combining coaching, strategic planning, conflict management, delegation, stress management and rapid decision-making. Students will learn to mobilise collective intelligence to solve complex problems and adopt a leadership stance that is adapted to contemporary challenges.	7,5	1
UE 42 Professional development	UC 421 International environment	ISC_M1-CI-EN-UC421-1	International Relations	This 15-hour course provides a comprehensive understanding of international relations, blending theoretical knowledge with practical application and critical analysis to equip students with the skills needed to navigate and evaluate global political dynamics.	15	2
	UC 422 Theoretical knowledge	ISC_M1-CI-EN-UC422-1	New Marketing Techniques	In this course, students will be looking at new marketing techniques which mix technology and consumer behavior analysis- how can we use data to employ methods such as predictive marketing to pre-empt the consumer's next move? How can analyse brain activity to see what pleases and displeases consumer? Students will learn about these new techniques but also be encouraged to imagine what will come next.	15	2
		ISC_M1-CI-EN-UC422-2	International Communication Law	This 15-hour course provides a comprehensive understanding of international communication law, blending theoretical knowledge with practical application and comparative analysis to equip students with the skills needed to navigate the complex landscape of global communication regulations.	15	1
		ISC_M1-CI-EN-UC422-3	Crisis Communications	The aim of this course is to master the fundamentals of crisis communication and to acquire a method and reflexes for dealing with crises. The skills acquired in this course are assessed during the crisis game.	7	0
	UC 423 Strategic skills	ISC_M1-CI-EN-UC423-1	Strategic Planning & Consumer Insight Mining	This course trains students to become strategic planners who combine research, creativity and consumer understanding to create effective brand strategies. Through insight mining, trend decoding and collaboration with creative teams, students learn to turn data into actionable strategies. Emphasis is placed on curiosity, cultural awareness and consumer behaviour analysis.	15	1
		ISC_M1-CI-EN-UC423-3	Development of innovative concepts	This course explores the creative and innovation processes within corporate marketing departments. It examines how ideas for new products or services are generated and how they are developed, taking into account the conscious and unconscious expectations of consumers. This course is a prerequisite for participation in the Innovation Marketing Hackathon.	14	2
	UC 424 Professional application	ISC_M1-CI-EN-UC424-1	International Media Landscape	The course aims to provide students with a global understanding of the international media ecosystem, highlighting the cultural, economic and technological specificities of each country. It maps out the major media players in different countries in order to raise students' awareness of an intercultural approach to media planning.	15	2
		ISC_M1-CI-EN-UC424-2	Global Brands that changed society	Could we imagine a world without Easyjet, Uber, IKEA, Starbucks, Lime, Tesla, Deliveroo, McDonald's, Netflix, Airbnb, Wework, Ford and many other? These Brands broke the mold. They transformed the way we live on a global level. They changed global habits and consumption. They became part of our language. They made life easier. They made the inaccessible, accessible... Here we look at how they disrupted the market, their strategy, their ambition, their methods and their impact on society and consumption.	15	1
		ISC_M1-CI-EN-UC424-3	International Press Relations	Students will learn how to handle International Media relations by understandings who are the journalists, how they work and what they are waiting for, and they will discover as well the media tools used by PR agencies or company's media relation teams.	15	2
		ISC_M1-CI-EN-UC424-4	NGOs communication strategies	This course will look into the different strategic approches and techniques that NGOs implement when they are communicating to their various target groups and stakeholders, such as the general public, investors, governments, KOLs etc. On top of the strategic approaches we will look into the different objectives of NGO communication and marketing campaigns and how the messaging is constructed in order to achieve theses objectives.	15	1
		ISC_M1-CI-EN-UC424-5	CSR & and best international case studies	CSR strategy and implementation (Corporate and Social Responsibility) has become part and package of a company's functioning, and there are some companies leading the way. In these lessons we'll look at companies across the globe who are innovators in the domain whether that be through: developing sustainable products and practices; addressing employee rights; or investing in local or international causes and initiatives.	15	1
		ISC_M1-CI-EN-UC424-6	PAO (advanced) or VIDEO production	The aim of this course is to reinforce students' mastery of the professional tools of visual creation, in print or video, so that they can design successful, coherent and powerful graphic and audiovisual content to serve a message or brand identity.	15	2
	UC 425 Digital literacy	ISC_M1-CI-EN-UC425-1	Digital Marketing phase 2	This course provides an in-depth look at digital content creation, back-office analysis, optimisation techniques and campaign testing. The course aims to equip students with practical experience of digital marketing tools, campaign optimisation and performance-based decision-making.	15	2
		ISC_M1-CI-EN-UC425-2	Best-of current digital activations	The course is built as an observatory of digital activations observable online during the period. The first step is to recall the definitions and typology of digital activations and to establish the list of effectiveness criteria. We will then describe the business practices in agencies and particularly the role of creatives. At the same time, multi-sector monitoring work makes it possible to identify brand initiatives, with a focus on textbook cases that are successful but also failures whose analysis is instructive.	7	1
	UC 426 Tech	ISC_M1-CI-EN-UC426-1	How to use AI in your daily tasks as a communication pro	The aim of this course is to explore the practical applications of artificial intelligence in the communications industry. Students will learn how to use AI to optimise their day-to-day tasks.	15	1
UE 43 Professional Integration	UC 431 Professional Simulations	ISC_M1-TC-UC431-3	Brand Crisis Communication Game	Les étudiants disposent d'une semaine pour proposer une stratégie de communication de crise et des actions pour résoudre un cas de situation de crise rencontrée par une marque. Lors de ce jeu, les étudiants incarnent des consultants en agence de communication qui sont sollicités par un client.	2,5	3
		ISC_M1-TC-UC431-4	Innovation Marketing Hackathon	Le hackathon vise à développer la capacité à imaginer un nouveau produit en prenant en compte des données marché et des tendances de consommation. Le format concentré sur deux jours stimule l'imagination, le pragmatisme du professionnel du marketing et la capacité à identifier des facteurs clés de succès essentiels.	1,5	2
	UC 433 Professional project	ISC_M1-CI-EN-UC433-4	Personal branding	This course helps students to define, build and enhance their professional identity. They will learn how to position themselves clearly and consistently on the appropriate channels in order to stand out in a competitive environment.	9	1

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Non-binding document.

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	UC 427 Personal initiatives	ISC_M1-CI-EN-UC427-1	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 43 Professional Integration	**UC 431** Professional Simulations	ISC_M1-TC-UC431-3	Brand Crisis Communication Game	The students have one week to propose a crisis communication strategy and actions to resolve a crisis situation encountered by a brand. In this game, the students take on the role of consultants from a communications agency who are called in by a client.	2,5	3
		ISC_M1-TC-UC431-4	Innovation Marketing Hackathon	The hackathon aims to develop the ability to imagine a new product by taking into account market data and consumer trends. The concentrated two-day format stimulates the imagination and pragmatism of the marketing professional and the ability to identify key success factors.	1,5	2
	UC 433 Professional project	ISC_M1-CI-EN-UC433-4	Personal branding	This course helps students to define, build and enhance their professional identity. They will learn how to position themselves clearly and consistently on the appropriate channels in order to stand out in a competitive environment.	9	1

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