

iSCOM



you



# LET'S CREATE THE COMMUNICATION OF TOMORROW

**#WeAreISCOM**  
Célia, the "Grande École" Programme

 iscom  @iscom\_officiel  iscom  @iscom  @iscomiens\_iscommiennes  iscom

## SO YOU!

ISCOM was founded in Paris in 1986, based on the strong conviction that communication is a function of management that directly contributes to company performance.

It was created as a generalist "Grande École" to prepare students to work in communication (creation, marketing, advertising, digital, events, media relations, public relations, design, influence, social and sustainable engagement), while developing their sense of commitment, critical thinking and creativity, key qualities for executive roles and responsibilities.

To enable students to learn and grow from real experience in companies nationally and internationally, ISCOM is quickly developing a network of ten campuses in France and building international partnerships with universities and companies all over the world.

Studying at ISCOM means joining a strong, solidarity-minded social and professional network; thousands of former students, families, partners, companies and teaching staff brought together as one passionate community, sharing the same values of commitment and progress that are integral to the school.

**Marianne Condé-Salazar**  
*Director, ISCOM Group*



# ONE NETWORK TEN CAMPUSES

ISCOM IS IN BORDEAUX, LILLE, LYON, MONTPELLIER, NICE, PARIS, RENNES, ROUEN, STRASBOURG, TOULOUSE, AND ISCOM STUDENTS ARE EVERYWHERE!

## MORE THAN A SCHOOL, A COMMUNITY

**#WeAreISCOM** is a community at the heart of communication, brand design and digital strategies.

**#WeAreISCOM** is a state of mind, a source of energy, projects, enthusiasm, solidarity and sharing.

**#WeAreISCOM** is a network motivated by common values: progress and commitment.



# OUR COMMITMENTS

Our aim is to train considerate, responsible women and men, committed to building a better world.

We mobilise our teams to offer support adapted to each of our students, whether it be special arrangements for high-level athletes, entrepreneurs, students with a disability or a serious health condition. We can offer special arrangements to accommodate to their well being. We also encourage students to engage in mutual aid, in the form of peer mentoring between different cohorts.

## A RESPONSIBLE AND SOLIDARITY-BASED SCHOOL

As a member of “Campus Responsable”, France’s first network of graduate schools and universities committed to sustainable development, ISCOM is committed to sharing best practices to mobilise its students and teaching teams to engage in sustainable development issues, improve quality of life and support the community.

To spread this culture of respect and tolerance, ISCOM regularly organises conferences under the “ISCOM Care programme”, with the aim of offering a space to speak up about major societal issues: bullying, sexual harassment, homophobia, racism, the climate crisis, conspiracy theories, etc.

Lastly, workshops to promote emotional and/or physical wellbeing are offered to students, thereby giving them the opportunity to, for example, have a free, completely confidential session with a psychologist or improve their spelling if they have a written or oral language impairment.

## A CONNECTED SCHOOL

Our ISCOM campuses combine modular classrooms and collaborative and co-working spaces, which promote teamwork and creative thinking. ISCOM students learn, share and live together in places connected to My Campus, a digital campus on which they have access to various collaborative software and programmes for professional creation, as well as digital training resources.



# FEEL PASSIONATE ABOUT COMMUNICATION

## YOUR CAREER, YOUR MISSION

Communication is going through a stimulating period, full of opportunities. Careers in communication, marketing, advertising and influence are being reinvented through digital transformation, to better fulfil market expectations. Find yours and reveal yourself.

Strategic planner | Head of advertising  
Community manager | Copywriter  
Creative director | Artistic director  
Storyteller | Media planner | Client  
manager | Design strategist | Brand  
designer and more...

Social media manager | Digital project manager  
Brand content manager | Creative technologist  
Content manager | Traffic manager  
Web designer | Marketing SEO consultant  
UX Designer | Digital planner  
Data visualist and more...

### AD CREATION AND MESSAGE DESIGN

### INNOVATION & ENTREPRENEURSHIP

Communication/marketing director  
Communication manager | Brand manager  
Brand director | Communication consultancy director  
Brand officer | Communication consultant  
and more...

### DIGITAL & TECH COMMUNICATION

### EVENTS, REPUTATION & INFLUENCE

Press officer | Public relations consultant  
Event project manager | Public affairs manager CSR/  
Sustainable development officer | E-reputation  
consultant | E-influence consultancy director  
Happiness officer and more...

## WHAT HAVE THEY BECOME?

**MARKETING AND COMMUNICATION MANAGER**, Cegedim Insurance Solutions ■ **COMMUNICATION DIRECTOR**, Bolloré  
Transport & Logistics ■ **PR AND E-INFLUENCE CONSULTANT**, Agence Raoul ■ **JUNIOR PROJECT MANAGER**, Hungry &  
Foolish ■ **ASSISTANT PROJECT MANAGER, PACKAGING AND MARKETING**, Nestlé Waters ■ **COPYWRITER**, Konbini  
■ **STRATEGIC PLANNER**, Herezie ■ **SPECIAL OPERATIONS MANAGER, ENTERTAINMENT**, TF1 Publicité ■ **CREATIVE  
DESIGNER**, Cosa Vostra ■ **STORE MEDIA OFFICER**, Monoprix ■ **ARTISTIC DIRECTOR**, Australia ■ **COMMUNICATION  
DIRECTOR**, Audi France ■ **UX DESIGNER**, Ekino ■ **VIDEO DESIGNER**, BRUT ■ **COMMUNITY MANAGER**, 750 gr  
■ **DIGITAL PROJECT MANAGER**, Ministry of Armed Forces ■ **HEAD OF INTERNAL COMMUNICATION**, Total ■  
**COMMUNICATION OFFICER**, Fondation Hermès ■ **COPYWRITER**, DareWin ■ **ARTISTIC DIRECTOR**, TBWA\Paris ■  
**EVENT PROJECT MANAGER**, La Tribune ■ **PRESS AND COMMUNICATION ASSISTANT**, Marc Dorcel ■ **PACKAGING  
PROJECT MANAGER**, Lonsdale ■ **PROJECT MANAGER**, Saatchi / Little Stories ■ **BOUTIQUE AND COMMUNICATION  
PROJECT MANAGER**, Petit Bateau ■ **CONTENT MANAGER**, AR Factory ■ **INTERNATIONAL ACCOUNT MANAGER**,  
Dragon Rouge ■ **POLITICAL AIDE/PRESS ADVISOR**, Seine-Maritime Departmental Council ■ **COPYWRITER**,  
Rosapark ■ **CREATIVE INFLUENCE MANAGER**, Reech ■ **RETAIL MARKETING PROJECT MANAGER**, Converse ■  
**MARKETING PROJECT MANAGER**, Dans Ma Culotte ■ **MEDIA TRADER**, Time One ■ **FREELANCER + CO-FOUNDER**,  
Waiho ■ **PRESS OFFICER**, Agence Pressario ■ **INTERNATIONAL COMMUNICATION MANAGER**, Dailymotion ■ **SOCIAL  
MEDIA MANAGER**, Aigle ■ **COMMUNICATION OFFICER**, Commission Armées-Jeunesse – Ministry of Armed Forces

### THE FUTURE OF OUR CAREERS

Communication and roles in this area play a central part in organisations. They are at the heart of value creation and innovation.

DISCOVER COMMUNICATION  
CAREERS IN THIS VIDEO





# THE “GRANDE ÉCOLE” PROGRAMME

## GET THE KEYS TO UNDERSTANDING THE WORLD

The generalist and specialised “Grande École” Programme at ISCOM opens the door to all communication careers, from the more traditional to the most innovative and specific, like strategic planning, events, public and political communication, big data and innovative strategies, business and digital marketing, UX and service design, and more.

With a range of backgrounds and profiles, ISCOM students evolve in a **dynamic cultural and professional environment** that promotes **interdisciplinarity and adaptation** to multicultural contexts. Throughout the study period, inter-school and inter-specialisation workshops and challenges take place, in partnership with companies, in France or overseas.

## CHOOSE THE ISCOM “GRANDE ÉCOLE” PROGRAMME

The strengths of the ISCOM “Grande École” Programme:

- a **5-year course** to take the time to build your career aspirations while receiving feedback and support
- **key knowledge** to understand the world and its evolutions
- a **360° view** of communication careers
- **career-specific** skills
- **soft skills** adapted to communicator behaviour
- **professional challenges** from the first year, mandatory internships in France and overseas
- **English classes** and international opportunities
- **specialisations** to deepen expertise in a professional area



# THE 5-YEAR “GRANDE ÉCOLE” PROGRAMME

Using a generalist, practical approach, ISCOM’s “Grande École” Programme trains strategic, entrepreneurial, creative communicators and influencers to support brands and organisations.

## “BRAND MANAGEMENT” - LEVEL-7 STATE-CERTIFIED DEGREE

The initial 4-year training is completed with a fifth and final year in work and study format, on an apprenticeship contract or on a “professionalisation” contract. The programme includes multiple internships in France and overseas, to allow students to apply their knowledge in real-life situations on the ground, in agencies, companies, or other communication structures (local authorities and institutions, associations).

## YEARS 1 AND 2 TO DISCOVER COMMUNICATION, COMPANIES AND TO GET TO KNOW YOURSELF BETTER

### MARKETING COMMUNICATION

In the first two years, ISCOM students learn the fundamentals of communication, drawing on knowledge from the social sciences - specifically through a psychosociology module that combines sociology, psychology and neuroscience -, deepening their general knowledge in the humanities and literature, and opening themselves to cultural differences.

They learn the fundamentals of marketing and branding as well, to implement communication strategies to foster the development of companies and institutions.

All throughout these first two years, ISCOM students also deepen their knowledge of their own personality and uniqueness, as communication careers require interpersonal skills and teamwork.

Each ISCOM student compiles their discoveries and questions in a “travel diary”, a truly useful tool to help them when choosing their specialisation at the end of the second year.

### OUR PEDAGOGICAL VISION

“TEACHING MEANS TRANSMITTING THE DESIRE TO LEARN, TO BUILD TOMORROW’S WORLD TOGETHER.”

“Teaching means giving meaning, mobilising positive energy around a project, sparking exchange and reflection, interaction and co-creation. Our pedagogy draws on the art of inspiring individuals to feed their thirst for knowledge and desire to understand, and in turn to build.

Increasingly complex communication projects require work from multidisciplinary teams. As well as the many pedagogical challenges that offer the opportunity to work in project mode, we facilitate exercises between ISCOM students from different specialisations and other schools, from France and overseas.

Future communication professionals must also draw on the expression of their personality: the ability to listen to, exchange and to speak in public are some of the soft skills developed alongside communication methods, techniques and tools.

Lastly, geographic limits are erased: splitting your time between a company in Bordeaux and classes provided online by a master of political communication in Strasbourg, a gastronomy professional in Lyon or an expert of shopper marketing in New York, for example, becomes child’s play. More than ever, the school’s walls are an anchor in a world where nothing else can claim to be stable. In-person and distance learning combine with agility, to reflect a shifting professional world.”

Sylvie Gillibert, Innovation and Development Director, ISCOM

## YEARS 3, 4, AND 5 TO CHOOSE YOUR FUTURE SPECIALISATION

Students start their specialisation in the **third year**, accompanied by deeper study of cross-functional communication methods and techniques.

From this year through to the end of their course, ISCOM students choose elective classes that allow them to be “active” in their studies, by choosing to go deeper or diversify their learning, within a specialisation.

In the **fourth year**, students start to fully analyse the challenges of their chosen specialisation.

Deep understanding of the world of a specialisation, experiencing professional practices and having closer contact with influential figures in the sector allows young ISCOM students to feel confident in their ability to perform their chosen profession.

During the **fifth year**, in work and study format, ISCOM students choose a major within their specialisation. This major allows them to acquire refined skills and sets ISCOM candidates apart in the communication labour market.

## THE 5 SPECIALISATIONS

Influence and reputation

Strategic planning and innovation marketing

International communication

Digital strategy and transformation

Brand design and creation

## «CITÉ DES ENTREPRENEURS»

ISCOM has created a unique entrepreneurship pathway, accessible to all, no matter their level of studies and specialisation. These sessions of talks, sharing expertise, and collaborative and learning workshops are aimed to spark entrepreneurship projects, whether individual or in groups, to introduce students to the challenges of creating a company, and develop skills naturally associated with entrepreneurship, such as autonomy, determination and perseverance.



# COURSE OUTLINE

## STUDIES DESIGNED FOR YOU YOUR PACE, YOUR STYLE, YOUR COURSE

5 YEARS

It's time to create your professional and personal project.  
By choosing internships, international and entrepreneurial experiences, electives courses, specialisations and majors.

5<sup>th</sup> YEAR

> BAC +4, BAC +5, MI, M2  
(240 ECTS credits)

4<sup>th</sup> YEAR

> BAC +3, L3  
(180 ECTS credits)

3<sup>rd</sup> YEAR

> BAC +2, BTS, DUT, L2  
(120 ECTS credits)

2<sup>nd</sup> YEAR

1<sup>st</sup> YEAR

> BAC, BAC +1, L1  
(60 ECTS credits)

## A 5-YEAR "GRANDE ÉCOLE" PROGRAMME "Brand Management" - Level-7 State-Certified Degree

SEPTEMBER  
2023

### 12-MONTH WORK AND STUDY PROGRAMME

MAJORS	INFLUENCE AND REPUTATION	STRATEGIC PLANNING AND INNOVATION MARKETING	INTERNATIONAL COMMUNICATION	TRANSFORMATION AND DIGITAL STRATEGY	CREATION AND BRAND DESIGN
	EVENT STRATEGY *	BIG DATA AND INNOVATIVE STRATEGIES*	GLOBAL BRANDS AND GLOBAL INSIGHTS *	SOCIAL MEDIA AND CONTENT STRATEGY	CREA360 *
	PUBLIC AND POLITICAL COMMUNICATION	CSR AND ALTERNATIVE ECONOMIES	MEDIA AND INFLUENCE ACROSS THE GLOBE	BUSINESS AND DIGITAL MARKETING	LE QUATRE
	EMPLOYER BRAND AND EMPLOYEE EXPERIENCE				
	MEDIA RELATIONS AND INFLUENCER MARKETING	NEW STORYTELLING	TRANSCULTURAL AND RESPONSIBLE COMMUNICATION	DATA AND DIGITAL ANALYTICS*	UX DESIGN AND SERVICE DESIGN

ELECTIVES

### 6-MONTH INTERNSHIP

INFLUENCE AND REPUTATION	STRATEGIC PLANNING AND INNOVATION MARKETING	INTERNATIONAL COMMUNICATION	TRANSFORMATION AND DIGITAL STRATEGY	CREATION AND BRAND DESIGN
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ELECTIVES

### 4 MONTHS ABROAD

INFLUENCE AND REPUTATION	STRATEGIC PLANNING AND INNOVATION MARKETING	INTERNATIONAL COMMUNICATION	TRANSFORMATION AND DIGITAL STRATEGY	CREATION AND BRAND DESIGN
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ELECTIVES

### 2-4 MONTHS OF INTERNSHIP IN 1<sup>ST</sup> YEAR AND 3 MONTHS IN 2<sup>ND</sup> YEAR

MARKETING COMMUNICATION				
GENERAL SUBJECTS	FUNDAMENTALS OF MARKETING	WEEKS OF PROFESSIONAL IMMERSION	INFLUENCE AND REPUTATION	
	FUNDAMENTALS OF COMMUNICATION		STRATEGIC PLANNING AND INNOVATION MARKETING	
	SOCIAL SCIENCES		INTERNATIONAL COMMUNICATION	
	WORLD CULTURES		DIGITAL STRATEGY AND TRANSFORMATION	
			BRAND DESIGN AND CREATION	





# A PROFESSIONAL SCHOOL

## AT ISCOM, COMPANIES ARE AT THE HEART OF LEARNING

They contribute to creating programmes and facilitating classes and themed workshops. This means that ISCOM courses include real challenges from communication professions.

## TEACHING STAFF FROM THE PROFESSIONAL WORLD

ISCOM teaching staff are active communication professionals who come to share their expertise and experience, and participate in our research laboratories with ISCOM young talents. All sectors are represented.

## BY THE NUMBERS

- 2 to 6 months of internship per year
- 1 full year of company placement in work and study format, a true launchpad to employment
- Nearly 8,500 internship offers per year
- Over 3,500 work and study contract offers
- Over 200 entrepreneurs reach out to our students each year for communication consultancy missions, as part of the micro-agency communication project in the third year.

## OUR STUDENTS HAVE WORKED FOR...

Adblock Plus / AccorHotels / Auchan Qualité / Audit / Babolat / Bigard / Bruce Field / Buzzman / Canal + / Coca Cola / Culture Viande / Dacia / Dassault Aviation / Décathlon / Deezer / Disneyland / EDF Diversité / Expo France 2025 / France Inter / Galeries Lafayette / Novelty Group / Pearl Group / Konica Minolta / La Vache Qui Rit / Le Cube / Le Petit Ballon / Les Deux Marmottes / L'Oréal / Maisons Paysannes de France / Milka / Moët&Chandon / Nescafé / Nespresso / Nikon / Orange / Petit Faune / Prime Productions / Publicis / SNCF / Société Générale / Tinder / TF1 Video / Youboox / Zenpark

“ This exercise with Air Liquide, as part of my studies, has been an opportunity for me to grow both personally and professionally. I also was lucky enough to do my fourth-year internship at the company. ”

Emma CHOLLET, fourth-year student in Marketing Communication Management | Member of the winning team of the Air Liquide corporate game

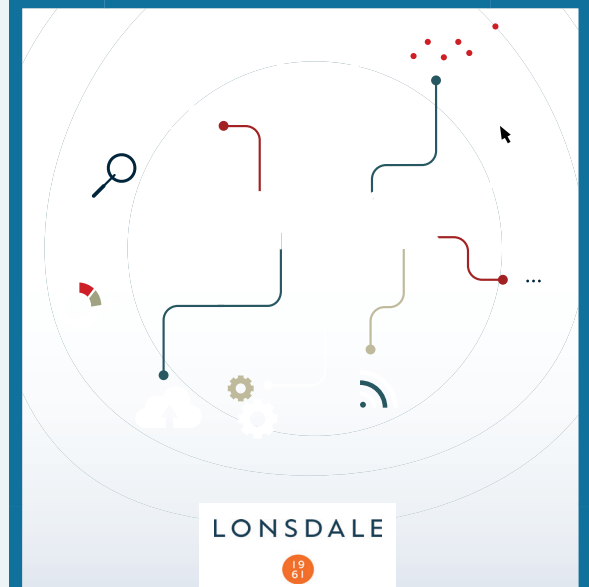


## PROFESSIONAL PROJECTS AND STIMULATING CHALLENGES

Competing consulting agency simulations, marketing games, brand strategy games, challenges: each year, ISCOM students work on creative strategies, offer marketing recommendations, create product launch campaigns and share reflections on innovative projects for start-ups, companies from all sectors, institutions, associations, etc.

Every year, the micro-agency Awards rewards the best student projects for partner start-ups and young companies.

Working in project mode, our students respond to the standards of agility expected by companies: working in multidisciplinary teams, mastering technologies and respecting short deadlines.



## JEU MARKETING



“ Competitions and hours of teamwork marked my journey at ISCOM. It was hard but also super interesting and instructive. And the satisfaction after giving the oral presentation was always worth it. ”

Mailis GIROS, ISCOM 2013  
Product Development & Production Manager at CECILIE BAHNSEN



# PASSION FOR CREATION AT ISCOM

After the first two years practising and discovering all the creative professions, or through parallel admission to third, fourth or fifth year depending on the prerequisites satisfied during the admissions process, you will join the CREA360 programme or the creative lab LE QUATRE, depending on your aspirations, preferences and professional goals. "Creation" refers both to the action of creating and the result of this action, in the form of an idea, concept, model, app, visual, message, prototype, piece of packaging, ad spot, or anything else.

It is a beautiful, ambitious and complex thing, but it requires commitment, desire, enthusiasm and trial-and-error approach, and can be marked by doubts as well as great satisfaction. At ISCOM, your creative energy is oriented towards the professions involved in all aspects of content production and creation, in communication agencies or companies' advertising departments, as well as towards "ad design" professions.

## 360-DEGREE CREATIVES!

CREA360 is the creative programme that prepares students for professions in content production and creation (messages and visuals), in communication agencies or companies' advertising departments.

You will create and produce content for a brand, company or start-up. You will take a creative project from the brief to its roll-out. You can opt for a major in graphic design, motion design or web design.

CREA360 prepares students for a wide variety of professions involved in creation and production, developed within all professional structures, based on a shared foundation of artistic culture, artistic direction and solid brand knowledge.

The programme is a full 360-degree world of audacity and agility that is adapted to advertising creation professions: designing an application's UX, creating the healthy fast food brand of tomorrow, inventing the bot that will select our foodstuffs, or imagining a smart store window or the media source of the future that will be aimed at robots.

## LE QUATRE

LE QUATRE welcomes creative people to evolve exclusively in the advertising world and work within a artistic director/copywriter team.

Nowadays, advertising agencies are searching for more agile profiles, ready to respond to the latest developments and familiar with digital practices. The mission of LE QUATRE is to develop the curiosity of young creative talents, to reveal the best insights and bring out creative ideas, at the service of a major brand, aiming to deliver a specific, inspiring message.

The training sessions are mainly facilitated by agency creatives staff who invite the young talents to join creative teams, at the agencies themselves, for 100% immersive experiences.

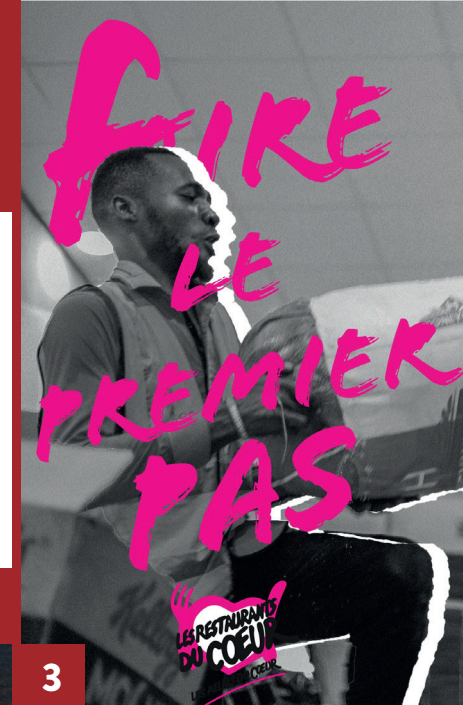
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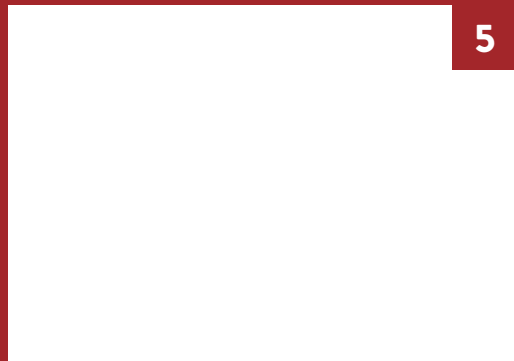
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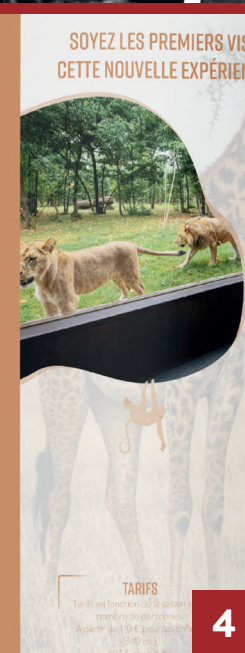


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1

**Laurine Prunier - CREA360**  
Visual identity  
PAUSE project

2

**Students from the LE QUATRE specialisation**  
Poster for the PACA region  
vaccination campaign

3

**"1<sup>ers</sup> de la Com" Challenge**  
Multimedia campaign  
Take the first step

4

**Alexandre Burlon fifth-year student**  
Design branding

5

**Anna Wolff & Anna Giron**  
Campaign for invisible disabilities

6

**"Mise en lumière" competition**  
Poster campaign fighting sexist clichés and  
stereotypes.

7

**Students from the LE QUATRE specialisation**  
Copywriting  
Brand content for Society

8

**Léa Scemama - CREA360**  
Publishing | Writing | Photography





# INTERNATIONAL AND ISCOM

## A 100% ENGLISH CURRICULUM

Within the Grande École programme, the anglophone “International Global Communications” specialisation also adds mastery of the intercultural environment to skills in management and communication. Discovering a wide range of cultures and developing soft skills are at the heart of this unique curriculum, offering an opportunity to see communications differently, led by teaching staff and professionals with international profiles.



## ISCOM X STATE UNIVERSITY OF NEW YORK

ISCOM and the Fashion Institute of Technology (part of the State University of New York) have developed a joint programme, “Global Marketing Communications”, which aims to train managers who are aware of international communication challenges. Open to students taking their second year at ISCOM, this selective programme brings together a cohort of students from both institutions for four semesters. The first two semesters take place at the FIT campus in New York, then the group heads to the ISCOM campus in Paris for the following two semesters.

## ISCOM X WINTHROP UNIVERSITY

At the end of third year, students have the opportunity to join the American programme, run by the ISCOM campus in Montpellier. ISCOM students can choose to sit for the Bachelor of Science in Integrated Marketing and Communication, then continue with an AACSB-accredited MBA from the College of Business at Winthrop University in South Carolina, ranked among the best universities in the country.



## JOINT EXERCISES

ISCOM offers many classes, challenges and exercises in collaboration with cohorts in France and those at partner schools and universities abroad (IED Milan, FIT New-York, ESA Business School, EACA, etc.). During these blended activities, students respond to a communication issue from a company in the chosen country, while discovering the academic and cultural environment at the partner campus.



## A SEMESTER DEDICATED TO INTERNATIONAL EXPERIENCE

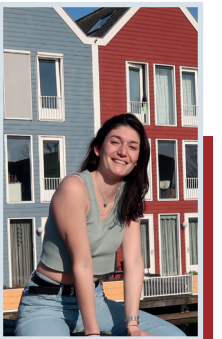
### ACADEMIC EXCHANGES

#### A university semester overseas

Thanks to an active network of over 50 international partner universities and schools, ISCOM students have the opportunity to study abroad for a semester, with the aims of enriching their portfolio of professional, linguistic and social skills.

“Hi! My name is Audrey and I am a student at ISCOM Lyon. I went on an Erasmus semester to Utrecht, in the Netherlands. It’s certainly a small city but very dynamic. My advice would be to get involved at the university with as few preconceived ideas as possible, and try to participate in as many activities as you can! Everyone can benefit from this experience.”

**Audrey GEERAERTS**, third year of the “Grande École” Programme



### OVERSEAS INTERSHIPS

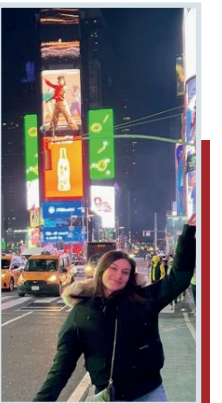
#### Towards an international career

To encourage the mobility of ISCOM students, we have made an overseas internship mandatory for our third-year students. This international experience also offers an opportunity to practice a foreign language and discover a new cultural and working environment for a semester.

“Going abroad is an enriching and experience that everyone should do. It’s always a bit intimidating at first but it’s a unique and unforgettable experience. You meet incredible people and discover new cultures and working methods.

So if you have the opportunity to go, don’t hesitate, do it!”

**Lilou MATHÉ**, third year of the “Grande École” Programme, ISCOM Bordeaux campus  
Internship at Maison Atia, NY, United States.



## INTERNATIONAL PEDAGOGICAL EVENTS ALL THROUGHOUT THE COURSE

Many international pedagogical events take place throughout the ISCOM “Grande École” programme: the International Days conferences, masterclasses and workshops immerses students into the heart of trends and reflections driving the world of marketing and international communications; and Audacity Week allows them to work on real cases from international companies and present their recommendations in English to real clients.





# JOIN US

## ADMISSION LEVELS

FROM POST-SECONDARY TO POST-MASTER

**1st-year** admission for post-secondary or 1 year tertiary study. Post-secondary or 1 year tertiary study (Bac, Bac+1)

**3rd-year** parallel admission for 2 years tertiary study  
2 years tertiary study, Advanced Vocational Diploma, University Technology Degree, 2 years of Bachelors (BAC +2, BTS, DUT, L2 - 120 ECTS credits)

**4th-year** parallel admission for 3 years tertiary study  
3 years post-secondary study, Bachelor's degree (BAC+3, L3 - 180 ECTS credits)

**5th-year** parallel admission for 4 or 5 years tertiary study  
4/5 years tertiary study, 1 year of Masters, 2 years of Masters (BAC +4, BAC + 5, M1, M2 - 240 ECTS credits)

## ADMISSION EXAMS

For all its campuses in France, ISCOM offers 100% digital exams available from wherever you wish. You can register for the admission exams directly through the registration form on the website.

## APPLICANTS WITH SPECIAL NEEDS

Candidates with disabilities or impairments can request specific arrangements. To access such arrangements, the applicant has to provide an official disability attestation (RQTH) or medical certificate provided by a CDAPH-certified doctor specifying the recommended arrangements, the needed personal support as for ISCOM team could implement it in advance, etc. A disability officer is available to support you at all our campuses.

## PRACTICAL INFORMATION

### DIGITAL SERVICES

ISCOM offers the MyCampus platform to its students, which gives them free access to all Office 365 softs (Outlook, Excel, Word, PowerPoint, etc.) and Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.). On the Microsoft Teams platform, they can create groups, share content, speak with their teachers, and plan and participate in events.

### FINDING STUDENT ACCOMMODATION

To help you in your search, ISCOM has partnered with the platform Studapart. Thousands of apartments are available, whether privately-owned, in student residences or leased by rental agencies, at the school's various locations.

## FUNDING YOUR STUDIES

Each ISCOM campus has partners in the banking sector to accompany students in financing their tuition fees. Students can enjoy preferential rates by contacting their chosen campus.

## DISABILITY AND ACCESSIBILITY

ISCOM has a proactive accessibility policy for people with disabilities (students, teaching and non-teaching staff). With this aim in mind, ISCOM enlisted consulting services from the company HANDINORM to adapt its facilities in compliance with the 11/02/2005 Law by acting ahead of the deadlines set as part of its ADA'P (Planned Accessibility Agenda) for making public institutions accessible (Decree no. 2014-1327 of 5 November 2014). Particular attention is also paid to pedagogical accessibility - adapting classes and timetables, guidance and support, and adapting assessments and exams - to allow everyone to access our courses and certifications.



# #WE ARE ISCOM

THE NETWORK'S RENEWED AMBITION  
TOMORROW ISCOM

**TOMORROW**  
**iSCOM**

*Full of experience and new ideas, ISCOM graduates today hold renewed ambition and are rethinking their role and action.*

## # TRANSMIT

Faced with a multitude of professional opportunities and careers that are increasingly complex to comprehend, students can find it hard to choose their direction during their journey at ISCOM. ISCOM graduates have a role supporting, coaching and even mentoring the next generations.

The network is also implementing a programme for one-hour meetings with students to discuss their career and daily work in a hands-on way. Students will therefore be able to understand the reality of communication professions, and will hold the key to open the door to their goals for internships and work and study programmes and to direct their career aspirations. ISCOM graduates live by one rule: always respond to an ISCOM students.

## # IMAGINE

Will the "world afterwards" be different? How? In what ways? Unless you have the power of seeing into the future. What if...? What if it was up to us to dream, think, invent, and organise it? The network will hold round tables for discussion between various actors in communication - advertisers, agencies, media and institutions - to analyse changes currently underway and think about communications in the future. These exchanges will be public and followed by publications in the press as collected opinions, identifying the network as a source of reflection.

## # SHOWCASE

Being an ISCOM student is a source of pride. Many success stories started at ISCOM, creative projects, entrepreneurial adventures and strategic reflections. Each generation of ISCOM students is full of profiles that have marked and will continue to mark communication. The network wishes to showcase them, present them as examples and help them enhance the school's reputation.

These three working axes have a central theme: tomorrow

**TOMORROW ISCOM**



## TOMORROW ISCOM SITE

GET (BACK) IN CONTACT WITH THE NETWORK!

Job ads and freelance projects, event calendar, alumni interviews, targeted partnerships: <https://tomorrowiscom.fr> is your ally all throughout your career, as soon as you leave ISCOM.



# ISCOM IS A MEMBER OF L'ALLIANCE EDUSERVICES

THE SMART NETWORK

**A smart network with high added-value:** 23 sites and apprentice training centres (CFAs) in 42 French cities, a team of **2,900** people, **280** advisers in direct contact with **10,000** partner companies, **34,000** students, the French leader in sandwich programs with **18,000** apprentices, a community of over **100,000** alumni.

## ENGAGED CAMPUSES

Fighting against unemployment among 18-25 year-olds and poor academic performance in Bachelor's degrees, inclusion through apprenticeships and access to higher education for people of all abilities, sustainable development (100% French green energy contract, converting to the circular economy), and more. **The Alliance is always going further in CSR and respecting environmental, social and governance (ESG) criteria.**

## TRUE STUDENT LIFE

Connected campuses, digital learning, cutting-edge professional software, high-quality study conditions, co-working spaces, Mac and PC rooms, coffee shops, chill areas, student associations, and more. **The Alliance creates optimal conditions for everyone to succeed.**

## A PERSONAL COACH

A single contact person in every school, dedicated course counsellor and educational coordinator, who helps you build your study pathway, international mobility, double courses-double degrees, company creation, and more. **The Alliance guides students in all their projects.**

## A CUSTOM PATHWAY

Inter-school and inter-region bridging opportunities, reorientation, international experiences, continuing/returning to studies, 23 schools and 73 establishments = 1,700 possible combinations to customise pathways, depending on your profile and aims, etc. **The Alliance offers you choice, so you can find the most adapted course to your profile.**

With Alliance Eduservices, anything is possible. There are multiple paths leading to your dream career, so show who you are, take the leap and make your difference a strength. **We give you the keys to success.**

**JOIN THE ALLIANCE!**

## A TALENT INCUBATOR

Innovative and collaborative pedagogy, which favours study in project mode, business games, digital weeks, challenges, pitches, masterclasses, professional role plays, and so on - far from academic classes, "passion-based study". **The Alliance reveals your skills and gives you confidence.**

## AN AMBITIOUS FUTURE

Permanent immersion in the corporate world thanks to apprenticeships, diverse professional experiences, internships, consulting missions, networking and job-dating events, etc. Support in marketing your employability and building your professional network. **The Alliance makes employability a priority.**

## AGILE AND INNOVATIVE STUDIES

Multimodal studies, 100% remote, on campus, in placement, in initial training or sandwich format, adapted timetable for athletes, international mobility, etc. **The Alliance offers a high level of flexibility for you to fully invest in all your projects.**



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