MY PROGRAMME

2023-2024 ACADEMIC YEAR

ACADEMIC EXCHANGE SEMESTER

FROM SEPTEMBER 2023 TO JANUARY 2024



INTERNATIONAL COMMUNICATION (ENGLISH TRACK)

	ECTS S5
UE 31: HUMANITIES	
UC 311: INTERNATIONAL CULTURE	
French Culture	5
Advanced English Learning *	5*
French as a Foreign Language	5
UC 312: GENERAL CULTURE	
Trends & society	1
UC 313: COMMUNICATION FOUNDATIONS	
Semiology	1
UE 32: MARKETING - COMMUNICATION - CREATION	
UC 321: MARKETING	
From Marketing Strategy to Operational Marketing	2
UC 322: BRAND & BRANDING	
Naming & Sensorial Branding	1
UC 323: CREATION	
Desktop Publishing (advanced) or VIDEO	1
SPECIALISATION	
UC 324: CONSUMER EXPERTISE	
International Market Research - methods & methodology	1
International Consumer Behaviour	1
UC 325: MEDIA	
International Media Planning & ROI	1
The Power of New Media platforms	1
UC 326: PR	
Press Relation	1
UC 327: BRAND MANAGER	
Communication Budgeting	1
UC 328: CREATION	
Copywriting	1
UC 329: PROFESSIONAL TOOLS & METHODOLOGY	
How to write the perfect recommendation and sell it	1
UE 33: PROFESSIONALISATION	
UC 331: PROFESSIONAL PATH	
Soft skills workshop / International week	1
Digital tools for project management	1
Communication Forum ISCOM	0
UC 332: PROFESSIONAL INSERTION / SIMULATION	
Micro-agency or Entrepreneur Workshop	5
Marketing Challenge	3
marketing Chanenge	3

^{*} optional course



CREATION & BRAND DESIGN (FRENCH TRACK)

ΙU	MANITIES	
	311: INTERNATIONAL CULTURE	
	French Culture (ENG)	
	Advanced English Learning * (ENG)	
	French as a Foreign Language	
C.	312: GENERAL CULTURE	
	Trends and societies	
	Artistic culture (Specialisation CREA 360)	
	Creative exploration (Specialisation Le Quatre)	
C.	313: COMMUNICATION FOUNDATIONS	
	Semiology	
۱Α	RKETING - COMMUNICATION - CREATION	
	321: MARKETING	
	From briefing to creative recommendation	
)	322: BRAND & BRANDING	П
	Naming and Poly sensoriality of the brand	
ς.	323: CREATION	
	Desktop Publishing (advanced) or VIDEO (Editing)	
15	ATION (Choice between two major specialisations)	_
	323: LE QUATRE	
	Graphic design or Radio writing	
	Art Direction or Copywriting	
	Film/Photo	
	Brainstorming	
	Digital Activations	
	Out of the box	
	Tech and Ideas	
С.	323: CREA 360	
	Graphic design (brand identity - typeface, logo; and pack)	
	Graphic design (Pack, retail design)	
	Graphic design (Print, Publishing)	
	Motion Design	
	UX/UI design (fundamentals)	
	Copywriting	
	Storytelling and scripting	
	Web and transmedia writing, publishing strategy and referencing	
	Introduction to design thinking (design sprint)	
	Photo	
R	DFESSIONALISATION	
-	331: PROFESSIONAL PATH	
	Soft skills workshop / International week	
	Digital tools for project management	
	Communication Forum ISCOM	
C.	332: PROFESSIONAL INSERTION / SIMULATION	
	Micro-agency or Entrepreneur Workshop	
	Marketing Challenge	

(ENG) : Course taught in English



INFLUENCE & REPUTATION (FRENCH TRACK)

HIMANITIES	EC
UC 311: INTERNATIONAL CULTURE	
French Culture (ENG)	
Advanced English Learning * (ENG)	
French as a Foreign Language UC 312: GENERAL CULTURE	
Trends and societies	
UC 313: COMMUNICATION FOUNDATIONS	
Semiology	
MARKETING - COMMUNICATION - CREATION	
UC 321: MARKETING	
From strategic to operational marketing	
UC 322: BRAND & BRANDING	
Naming and Poly sensoriality of the brand	
UC 323: CREATION	
Desktop Publishing (advanced) or VIDEO (Editing)	
ALISATION	
UC 324: BRANDING AND INFLUENCE STRATEGY	
Theoretical approaches to influence and reputation Socio-economic environment of the brand / knowledge of stakeholders	
Media strategy: overview of influence and reputation tools	
UC 325: UNDERSTANDING MEDIA AND SOCIAL MEDIA	
Media economics, new business models and media law	
Content strategy/brand content and story telling applied to media	
UC 326: STAKES AND REALITY OF THE INFLUENCE AND REPUTATION	
Master Class: Challenges and realities of the influence business (1 to be chosen among 4: Event Strateg Media Relations/Influential Marketing, Public and Political Communication or Employer Brand and Employ	
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	:6)
UC 327: PROFESSIONAL TOOLS, METHODS AND PRACTICES	
Professional methods: from strategic monitoring to summary note	
Digital influence/community management workshop	
PROFESSIONALISATION	
UC 331: PROFESSIONAL PATH	
Soft skills workshop / International week	
Digital tools for project management	
Communication Forum ISCOM	
UC 332: PROFESSIONAL INSERTION / SIMULATION	
Micro-agency or Entrepreneur Workshop	

(ENG) : Course taught in English



STRATEGIC PLANNING AND INNOVATION MARKETING (FRENCH TRACK)

French Culture (ENG) Advanced English Learning * (ENG) French as a Foreign Language JC 312: GENERAL CULTURE Trends and societies JC 313: COMMUNICATION FOUNDATIONS Semiology MARKETING - COMMUNICATION - CREATION JC 321: MARKETING From strategic to operational marketing JC 322: BRAND & BRANDING Naming and Poly sensoriality of the brand JC 323: CREATION Desktop Publishing (advanced) or VIDEO (Editing) LISATION JC 324: THE CONSUMERIST SOCIETY What future for the consumer society: history, model, representations and debate JC 3242: CONSUMER RESEARCH AND BEHAVIOUR Opening your eyes and understanding uses and attitudes: qualitative and quantitative studies JC 3243: STAKEHOLDERS AND STRATEGIES From the factory to the cupboard: a dive into the world of mass consumption and distribution JC 3244: ADVERTISING Passion for advertising: from the founding fathers to contemporary practice - On and offline JC 3245: 360° COMMUNICATION Coherence and intelligence of the global communication concept (360°) JC 3246: TARGETS AND FOCUS Identify, describe and understand your target(s) in a changing world JC 3247: AGENCY PROFESSIONS Advertiser/agency interface: how to seduce and convince? JC 3248: MEDIA Between ON and OFF, how to wisely invest your media budget? JC 3249: MONITORING AND TRENDS A critical observatory of consumer trends PROFESSIONAL PATH Soft skills workshop / International week Digital tools for project management Communication Forum ISCOM	HUMANITIES		
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Communication Forum ISCOM	,		
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C 332: PROFESSIONAL INSERTION / SIMULATION		ATION	
Micro-agency or Entrepreneur Workshop Marketing Challenge			

(ENG) : Course taught in English



DIGITAL STRATEGY & TRANSFORMATION (FRENCH TRACK)

		ECTS S
31: HU <i>l</i>	MANITIES	
UC 3	311: INTERNATIONAL CULTURE	
	French Culture (ENG)	5
	Advanced English Learning * (ENG)	5*
	French as a Foreign Language	5
UC 3	312: GENERAL CULTURE	
	Trends and societies	1
UC 3	313: COMMUNICATION FOUNDATIONS	
	Semiology	1
32: MA	RKETING - COMMUNICATION - CREATION	I
UC 3	21: MARKETING	
	From strategic to operational marketing	2
UC 3	22: BRAND & BRANDING	
	Naming and Poly sensoriality of the brand	1
UC 3	23: CREATION	
	Desktop Publishing (advanced) or VIDEO (Editing)	1
CIALISA	ATION	I
UC 3	324: DIGITAL MARKETING	
	Introduction to Digital marketing strategy	1
	Introduction to Digital ads	1
	Introduction to Email marketing	1
	Creative Brand Content (ENG)	1
	Digital Acceleration Observatory (ENG)	1
UC 3	325: SOCIAL MEDIA	
	Introduction to Community management	1
UC 3	326: SEARCH ENGINE OPTIMIZATION	
	Introduction to Natural referencing SEO	1
	Introduction to Paid search SEA	1
UC 3	327: ANALYTICS	
	Introduction to Google analytics	1
3: PRO	DFESSIONALISATION	ı
UC 3	331: PROFESSIONAL PATH	
	Soft skills workshop / International week	1
	Digital tools for project management	1
	Communication Forum ISCOM	0
UC.3	332: PROFESSIONAL INSERTION / SIMULATION	
	Micro-agency or Entrepreneur Workshop	5
	Marketing Challenge	3

