

# MY PROGRAMME

2023-2024 ACADEMIC YEAR

ACADEMIC EXCHANGE SEMESTER

FROM SEPTEMBER 2023 TO JANUARY 2024

iSCOM

# 3RD YEAR / "GRANDE ECOLE" PROGRAMME

## INTERNATIONAL COMMUNICATION (ENGLISH TRACK)

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

\* optional course

# 3RD YEAR / "GRANDE ECOLE" PROGRAMME

## CREATION & BRAND DESIGN (FRENCH TRACK)

	ECTS S5
<b>UE 31: HUMANITIES</b>	
<i>UC 311: INTERNATIONAL CULTURE</i>	
French Culture <b>(ENG)</b>	5
Advanced English Learning * <b>(ENG)</b>	5*
French as a Foreign Language	5
<i>UC 312: GENERAL CULTURE</i>	
Trends and societies	1
Artistic culture (Specialisation CREA 360)	1
Creative exploration (Specialisation Le Quatre)	1
<i>UC 313: COMMUNICATION FOUNDATIONS</i>	
Semiology	1
<b>UE 32: MARKETING - COMMUNICATION - CREATION</b>	
<i>UC 321: MARKETING</i>	
From briefing to creative recommendation	1
<i>UC 322: BRAND &amp; BRANDING</i>	
Naming and Poly sensoriality of the brand	1
<i>UC 323: CREATION</i>	
Desktop Publishing (advanced) or VIDEO (Editing)	1
<b>SPECIALISATION (Choice between two major specialisations)</b>	
<i>UC 323: LE QUATRE</i>	
Graphic design or Radio writing	2
Art Direction or Copywriting	2
Film/Photo	2
Brainstorming	1
Digital Activations	1
Out of the box	1
Tech and Ideas	1
<i>UC 323: CREA 360</i>	
Graphic design (brand identity - typeface, logo; and pack)	1
Graphic design (Pack, retail design)	1
Graphic design (Print, Publishing)	1
Motion Design	1
UX/UI design (fundamentals)	1
Copywriting	1
Storytelling and scripting	1
Web and transmedia writing, publishing strategy and referencing	1
Introduction to design thinking (design sprint)	1
Photo	1
<b>UE 33: PROFESSIONALISATION</b>	
<i>UC 331: PROFESSIONAL PATH</i>	
Soft skills workshop / International week	1
Digital tools for project management	1
Communication Forum ISCOM	0
<i>UC 332: PROFESSIONAL INSERTION / SIMULATION</i>	
Micro-agency or Entrepreneur Workshop	5
Marketing Challenge	3

\* optional course

**(ENG)** : Course taught in English

# 3RD YEAR / "GRANDE ECOLE" PROGRAMME

## INFLUENCE & REPUTATION (FRENCH TRACK)

	ECTS S5
<b>UE 31: HUMANITIES</b>	
<i>UC 311: INTERNATIONAL CULTURE</i>	
French Culture <b>(ENG)</b>	5
Advanced English Learning * <b>(ENG)</b>	5*
French as a Foreign Language	5
<i>UC 312: GENERAL CULTURE</i>	
Trends and societies	1
<i>UC 313: COMMUNICATION FOUNDATIONS</i>	
Semiology	1
<b>UE 32: MARKETING - COMMUNICATION - CREATION</b>	
<i>UC 321: MARKETING</i>	
From strategic to operational marketing	2
<i>UC 322: BRAND &amp; BRANDING</i>	
Naming and Poly sensoriality of the brand	1
<i>UC 323: CREATION</i>	
Desktop Publishing (advanced) or VIDEO (Editing)	1
<b>SPECIALISATION</b>	
<i>UC 324: BRANDING AND INFLUENCE STRATEGY</i>	
Theoretical approaches to influence and reputation	1
Socio-economic environment of the brand / knowledge of stakeholders	1
Media strategy: overview of influence and reputation tools	1
<i>UC 325: UNDERSTANDING MEDIA AND SOCIAL MEDIA</i>	
Media economics, new business models and media law	1
Content strategy/brand content and story telling applied to media	1
<i>UC 326: STAKES AND REALITY OF THE INFLUENCE AND REPUTATION</i>	
Master Class: Challenges and realities of the influence business (1 to be chosen among 4: Event Strategy, Media Relations/Influential Marketing, Public and Political Communication or Employer Brand and Employee)	1
Master Class: Challenges and realities of the influence business (1 to be chosen among 4: Event Strategy, Media Relations/Influence marketing, Public and Political Communication or Employer Brand and Employee)	1
<i>UC 327: PROFESSIONAL TOOLS, METHODS AND PRACTICES</i>	
Professional methods: from strategic monitoring to summary note	1
Digital influence/community management workshop	1
<b>UE 33: PROFESSIONALISATION</b>	
<i>UC 331: PROFESSIONAL PATH</i>	
Soft skills workshop / International week	1
Digital tools for project management	1
Communication Forum ISCOM	0
<i>UC 332: PROFESSIONAL INSERTION / SIMULATION</i>	
Micro-agency or Entrepreneur Workshop	5
Marketing Challenge	3

\* optional course

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# 3RD YEAR / "GRANDE ECOLE" PROGRAMME

## STRATEGIC PLANNING AND INNOVATION MARKETING (FRENCH TRACK)

	ECTS S5
<b>UE 31: HUMANITIES</b>	
<i>UC 311: INTERNATIONAL CULTURE</i>	
French Culture <b>(ENG)</b>	5
Advanced English Learning * <b>(ENG)</b>	5*
French as a Foreign Language	5
<i>UC 312: GENERAL CULTURE</i>	
Trends and societies	1
<i>UC 313: COMMUNICATION FOUNDATIONS</i>	
Semiology	1
<b>UE 32: MARKETING - COMMUNICATION - CREATION</b>	
<i>UC 321: MARKETING</i>	
From strategic to operational marketing	2
<i>UC 322: BRAND &amp; BRANDING</i>	
Naming and Poly sensoriality of the brand	1
<i>UC 323: CREATION</i>	
Desktop Publishing (advanced) or VIDEO (Editing)	1
<b>SPECIALISATION</b>	
<i>UC 3241: THE CONSUMERIST SOCIETY</i>	
What future for the consumer society: history, model, representations and debate	1
<i>UC 3242: CONSUMER RESEARCH AND BEHAVIOUR</i>	
Opening your eyes and understanding uses and attitudes: qualitative and quantitative studies	1
<i>UC 3243: STAKEHOLDERS AND STRATEGIES</i>	
From the factory to the cupboard: a dive into the world of mass consumption and distribution	1
<i>UC 3244: ADVERTISING</i>	
Passion for advertising: from the founding fathers to contemporary practice - On and offline	1
<i>UC 3245: 360° COMMUNICATION</i>	
Coherence and intelligence of the global communication concept (360°)	1
<i>UC 3246: TARGETS AND FOCUS</i>	
Identify, describe and understand your target(s) in a changing world	1
<i>UC 3247: AGENCY PROFESSIONS</i>	
Advertiser/agency interface: how to seduce and convince ?	1
<i>UC 3248: MEDIA</i>	
Between ON and OFF, how to wisely invest your media budget ?	1
<i>UC 3249: MONITORING AND TRENDS</i>	
A critical observatory of consumer trends	1
<b>UE 33: PROFESSIONALISATION</b>	
<i>UC 331: PROFESSIONAL PATH</i>	
Soft skills workshop / International week	1
Digital tools for project management	1
Communication Forum ISCOM	0
<i>UC 332: PROFESSIONAL INSERTION / SIMULATION</i>	
Micro-agency or Entrepreneur Workshop	5
Marketing Challenge	3

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## DIGITAL STRATEGY & TRANSFORMATION (FRENCH TRACK)

	ECTS S5
<b>UE 31: HUMANITIES</b>	
<i>UC 311: INTERNATIONAL CULTURE</i>	
French Culture <b>(ENG)</b>	5
Advanced English Learning * <b>(ENG)</b>	5*
French as a Foreign Language	5
<i>UC 312: GENERAL CULTURE</i>	
Trends and societies	1
<i>UC 313: COMMUNICATION FOUNDATIONS</i>	
Semiology	1
<b>UE 32: MARKETING - COMMUNICATION - CREATION</b>	
<i>UC 321: MARKETING</i>	
From strategic to operational marketing	2
<i>UC 322: BRAND &amp; BRANDING</i>	
Naming and Poly sensoriality of the brand	1
<i>UC 323: CREATION</i>	
Desktop Publishing (advanced) or VIDEO (Editing)	1
<b>SPECIALISATION</b>	
<i>UC 324: DIGITAL MARKETING</i>	
Introduction to Digital marketing strategy	1
Introduction to Digital ads	1
Introduction to Email marketing	1
Creative Brand Content <b>(ENG)</b>	1
Digital Acceleration Observatory <b>(ENG)</b>	1
<i>UC 325: SOCIAL MEDIA</i>	
Introduction to Community management	1
<i>UC 326: SEARCH ENGINE OPTIMIZATION</i>	
Introduction to Natural referencing SEO	1
Introduction to Paid search SEA	1
<i>UC 327: ANALYTICS</i>	
Introduction to Google analytics	1
<b>UE 33: PROFESSIONALISATION</b>	
<i>UC 331: PROFESSIONAL PATH</i>	
Soft skills workshop / International week	1
Digital tools for project management	1
Communication Forum ISCOM	0
<i>UC 332: PROFESSIONAL INSERTION / SIMULATION</i>	
Micro-agency or Entrepreneur Workshop	5
Marketing Challenge	3

\* optional course

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