

# MY PROGRAMME

2023-2024 ACADEMIC YEAR

ACADEMIC EXCHANGE SEMESTER

FROM SEPTEMBER 2023 TO JANUARY 2024

iSCOM

# 2ND YEAR / "GRANDE ECOLE" PROGRAMME

## INTERNATIONAL COMMUNICATION (ENGLISH TRACK)

Semester 3 (S3) : From September 2023 to January 2024

	ECTS S3
<b>UE 21 : HUMANITIES</b>	
<i>UC 211 : INTERNATIONAL TRACK</i>	
Advanced English learning *	5*
Intercultural Communication/ International Days	1
French Culture	5
French as a Foreign Language	5
<i>UC 213 : COMMUNICATION TOOLS</i>	
Writing for the web	1
Communication Theory	1
Psycho sociology	1
<b>UE 22 : MARKETING - COMMUNICATION - CREATION</b>	
<i>UC 221 : MARKETING</i>	
Interactive Media Strategies	1
<i>UC 222 : BRAND MANAGEMENT TRACK</i>	
Brand in the Digital Environment	1
Brand & Advertising Foundations	4
<i>UC 223 : CREATION</i>	
Graphic Design - Phase 2	2
<i>UC 224 : COMMUNICATION</i>	
Media & Society	1
Advertising Communications	1
<b>UE 23 : PROFESSIONALISATION</b>	
<i>UC 231 : PROFESSIONAL PATH</i>	
Personal Branding & Professional Project	5
Communication & Internet Law	1
<i>UC 232 : PROFESSIONAL INSERTION / SIMULATION</i>	
Communication Project Management	1
Business Case - Digital	3
Business Case - Creation	3

\* optional course