School year 2023-2024

COURSE OFFER FOR INTERNATIONAL EXCHANGE STUDENTS

Field(s) of study:

JOURNALISM & INFORMATION	Erasmus+ code= 0320
MARKETING & ADVERTISING	Erasmus+ code= 0414

School

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Foreword

During the pre-registration procedure as an exchange student, candidates will be able to choose their course and complete the learning agreement which will be signed by them and also signed and stamped by the coordinator of their home university.

The provisional learning agreement will be confirmed or updated on the day the student arrives at the IUT. For this purpose, the student will meet the international exchange coordinator of the department. That is the day, the student will find out about his schedule.

2023-2024 forecast schedule, key dates:

First semester, Fall-Winter 2023-2024

- Start of first semester courses — Monday, September 4th, 2023;
- Fall break — Monday, October 30th, 2023 to Saturday, November 4th, 2023. No courses during this period;
- Year-end vacation — Saturday, December 23rd, 2023 to Saturday, January 6th, 2024. No courses during this period. IUT closed;
- End of first semester courses — Friday, December 22nd, 2023.

Second semester, Spring-Summer 2023-2024

- Start of second semester courses — Monday, January 8th, 2024;
- Winter break — Monday, February 19th, 2024 to Saturday, February 24th, 2024. No courses during this period;
- Spring break — Monday, April 8th, 2024 to Saturday, April 20th, 2024. No courses during this period;
- End of second semester courses — Saturday, June 22nd, 2024.

Students benefit from the various services provided by the university: social worker, medical service, university restaurants, sports service. You can refer to the internal rules of the university for more information.

- Link to the Université Paris Cité student's box: https://u-paris.fr/bienvenue/
- Link to IUT 2022-2023 Student's booklet : https://iutparis-seine.u-paris.fr/rentree-2022-2023/
- Link to course offerings from other IUT teaching departments: https://iutparis-seine.u-paris.fr/course-offer/

First semester course offer, September 2023 to January 2024
Fall-Winter 2023-2024

FLE
French for Foreigners

The university's Language Centre offers exchange students the opportunity to continue learning French in a guided workshop. The teachers offer a weekly meeting of one and a half hours, at all levels, to accompany the participants in their individual approach to strengthen their knowledge and acquire new skills.
Real beginners (A1) can also register for a dedicated course.
List of resources mobilized and combined:

Assessment methods: attendance, active participation, weekly written and oral assignments

6 ECTS

Courses of the FIRST-YEAR Bachelor program

SAÉ 1.01
Produce a synthesis about an organisation

Objectives and professional issues. The objective is to formally describe the functioning and stakeholders of an organization (company, institution, association, ...).
Course content. This is a common study work in the preparatory phase for the design of an event, a strategy, a device. It is also the audit phase of a new organization, either future partner or future employer.
Using concepts derived from the science of organizations, the documentary synthesis relies on the identification and selection of relevant sources to document a phenomenon, to base the legitimacy of a proposal.
The audit highlights the organization's information and communication mechanisms that appear to be crucial, assessing their relevance or malfunctions.
List of resources mobilized and combined:
– R1.01 | Humanities and Social Sciences: Sociology, Psychology, Anthropology, Ethnology, Philosophy...
– R1.02 | Media History
– R1.03 | Information and Communication Sciences
– R1.04 | Organizations Studies
– R1.05 | Information Search and Monitoring
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.02
Defend a project with a presentation document (French and foreign language)

Objectives and professional issues. The objective is twofold: to produce a supporting document for an action of advice or mediation with a stakeholder and to arouse interest in a brief first contact with a potential partner, an employer, a financier.
Course content. It is a matter of designing and producing documents to accompany the speech, ensuring that they have a distinct and homogeneous graphic identity, in accordance with professional practice when in a counselling or mediation action with a stakeholder. But also, to arouse interest during a brief first contact with a potential partner, an employer, a financier, respecting the requirements of professional communication: conciseness, clarity, impact.
List of resources mobilized and combined:
– R1.06 | English
– R1.07 | Foreign Language 2
– R1.08 | Written and Oral Expression
– R1.09 | Computer Aided Publishing (DTP)
– R1.10 | Office Automation Systems
– R1.11 | Web
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.COMOR.03
Study and compare communication strategies of two organizations

Objectives and professional issues. The objective is to analyse the communication strategies of two organisations in a competitive intelligence approach or in the audit phase.
Course content. This involves developing a methodology for analysing communication strategies of two organizations:
1/ Operating in the same sector;
2/ Operating in the same field;
3/ Different status (public/private, parapublic/public, associative/private...);
4/ Operating in different geographical areas;
5/ From the same group.
List of resources mobilized and combined:
– R1.COMOR.13 | Media, usages and markets
– R1.COMOR.14 | Professional Bodies
– R1.COMOR.15 | Organizational Communication
– R1.COMOR.16 | Project Management
– R1.COMOR.17 | Graphic Design Literacy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.COMOR.04
Produce a trend book

Objectives and professional issues. The objective is to produce a trend book corresponding to the field and the request expressed by the sponsor.
Course content. By participating in a monitoring process or to prepare an order (art purchase, creative brief), it is a matter of analyzing the request, identifying the sources in which to collect visuals, organizing the choices of sections (e.g. typographies, colours, motifs, materials, ...).
The work results in a deliverable, a true personal achievement that can be shown in job interviews.
Possible variations:
– logo design trends/ergonomics/UX design, etc.;
– trends in editorial communication based on a collection of communication materials from different advertisers;
– trend on social networks (storytelling, memes, social gaming, etc.);
– audiovisual trends;
– graphic trends.
List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.COMOR.05
Using data to analyze audiences and their practices

Objectives and professional issues. The aim is to analyse user or stakeholder practices through the exploitation of data sets.
Course content. The communication professional must base his strategic choices on stakeholder studies based on quantitative data from internal or external sources.
It is then necessary to collect data, to identify their structuring in order to uncover those that allow us to understand the processes they describe.
Attention must be paid to regularity as well as to anomalies, and the understanding of the phenomena observed must be explained in written form.
List of deliverables:
– Study of anonymised internal data (for example IUT application flow);
– Study of external data (customer survey, French cultural practices, platform user profiles, Open-Data, etc.).
List of resources mobilized and combined:
– R1.COMOR.18 | Digital Visualization Tools and Infographics
– R1.COMOR.19 | Study of Audiences and Markets
– R1.COMOR.20 | Data Processing
– R1.COMOR.21 | Specific Written and Oral
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.MLP.03
Follow the news of books and heritage

Objectives and professional issues. The objective is to follow the path of an author, a book, an exhibition, a mediation mechanism, an event etc., by identifying the media relays, the actors involved, notably institutional, the spaces to monitor its appeal to the public through indicators to define.
Course content. At the beginning of the literary, cultural and artistic season, this type of observation over a long period is indispensable in the activities of literary agents, mediators, publishers and specialized journalists.
List of resources mobilized and combined:
– R1.MLP.13 | Introduction to the Socio-economics of Books and Heritage
– R1.MLP.14 | Introduction to Literature and Cultural History
– R1.MLP.15 | Cultural and Editorial Landscapes
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.MLP.04
Explore cultural places

Objectives and professional issues. The objective is to discover cultural places, their setting in space of the offer, the practices of their users, to exercise its critical look, by a real or virtual visit.
Course content. This approach is a prerequisite for the creation of mediation mechanisms.
List of resources mobilized and combined:
– R1.MLP.15 | Cultural and Editorial Landscapes
– R1.MLP.17 | Project Management
– R1.MLP.18 | Communication of Cultural Organisations
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.PUB.03
Perform a market analysis

Objectives and professional issues. As part of the development of a new product/service of a fictitious or real organisation, the objective is to analyse the market components to evaluate the characteristics and validate the feasibility of the project.
Course content. There is a need to gather different types of information resources to read them and identify the characteristics of supply and demand and highlight them in a structured report.
The ultimate objective is to determine whether the organization is in a market conducive to the development of its project.
List of resources mobilized and combined:
– R1.PUB.13 | Consumer Behaviour
– R1.PUB.14 | Market Research, Market Study
– R1.PUB.15 | Marketing and Brand Strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.PUB.04
Design a graphic identity

Objectives and professional issues. The goal is to build an organization's graphic identity.
Course content. Starting from a real or fictional client brief, by mobilizing creative techniques, it is a matter of working through a stage of creativity and search for symbols, before moving to a stage of execution.
Need to mobilize knowledge of creative techniques and produce deliverables using communication codes and meaning while mobilizing DTP skills.
List of resources mobilized and combined:
– R1.PUB.16 | Contemporary Art and Creativity
– R1.PUB.17 | Culture and Advertising Trends/Graphic Design Literacy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 1.PUB.05
Decoding an advertiser's brief

Objectives and professional issues. The objective is to identify the keys and methodology for reading and analyzing an advertiser brief.
Course content. Reading and decoding an advertiser brief is an indispensable mission in a branch to meet the needs of its client.
This work involves several steps:
– Diagnosis of the advertiser's previous and current communication;
- Understanding and highlighting the objectives and challenges of the advertiser's demand.
List of resources mobilized and combined:
– R1.PUB.18 | Advertising Professions and Actors
– R1.PUB.19 | Recommendation Workshop
– R1.PUB.20 | Project Management
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

R1.01
Humanities and Social Sciences: Sociology, Psychology, Anthropology, Ethnology, Philosophy…

This first level of the resource allows students to present concepts and notions essential to knowledge of the contemporary world and its social and societal issues. These will include fundamental notions of social and collective life: social groups, social construction of identity, rules and norms, processes of socialization, phenomena of groups and social influence, social categorization, communication of groups...
The approaches can be crossed: sociological, psychological, philosophical, anthropological, or any other human and social science in order to shed light on the issues of information-communication.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.01 | Produce a synthesis about an organisation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.02
Media History

This resource aims to give students the foundations of the history of French media (print, radio, television, internet) in order to understand the info-communicational issues of the contemporary world.
This resource should allow the student to situate in time the different media, their contexts of emergence, their transformation processes, editorial and technical constraints, to understand the evolution of current information and communication practices and to develop a media plan.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.01 | Produce a synthesis about an organisation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.03
Information and Communication Sciences

This resource makes it possible to articulate different theories to think about the phenomena of information and communication.
It makes it possible to understand the human and social issues involved, to question major ideologies, and to approach the work of actors (especially professionals) in communication in a distance.
The phenomena of communication are thus observed in a critical perspective, at the intersection of sociology, ethnology, linguistics, philosophy, semiology, from large linear and deterministic models to constructivist and semiological approaches.
The first level of this resource will be to define theoretical notions of information and communication, building on the foundational work of information and communication sciences.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.01 | Produce a synthesis about an organisation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.04
Organizations Studies

This resource presents the main theories of organizations. It is about getting students to understand the economic environments, how organizations work and strategies.
Students will be asked to identify the stakeholders and partners of the organizations, to identify their overall strategies and to know the issues of corporate social responsibility and organizations (CSR).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.01 | Produce a synthesis about an organisation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.05
Information Search and Monitoring

Knowledge of the operation of research tools and methods to implement a research and information collection strategy that is aligned with the information needs of the organization.
It is a question of putting in place a preliminary inquiry to a search for information, of taking in hand the most common search tools, of identifying the relevant sources according to the informational objectives, to define the quality and analyse the results obtained with a view to an informed restitution.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.01 | Produce a synthesis about an organisation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.06
English

In a first stage, we upgrade and then strengthen the basics of English at the phonetic, lexical or morphosyntactic level in order to increase the ability to communicate effectively and with ease, both written and oral, both in the private sphere and in a professional environment.
The resource continues to develop the ability to communicate correctly, both orally and in writing.
The objective of the resource is to gradually develop the capacity to conceptualize, analyze and argue based on authentic documents of all kinds: printed or electronic (articles from newspapers or journals, professional documentation, infographics...), graphics or audiovisual while encouraging reflection on the quality and reliability of the sources used.
We work on international media education and encourage reflection on the issue of knowledge and reliability of sources.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.02 | Defend a project with a presentation document (French and foreign language)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.07
Foreign Language 2

At first, we upgrade and then strengthen the bases of the target language (German, Spanish, Italian...) both phonetic, lexical or morphosyntactic to increase the ability to communicate effectively and with ease, both written and oral, both in the private sphere and in a professional environment.
The resource continues to develop the ability to communicate correctly, both orally and in writing.
The objective of the resource is to gradually develop the capacity to conceptualize, analyze and argue based on authentic documents of all kinds: printed or electronic (articles from newspapers or journals, professional documentation, infographics...), graphics or audiovisual while encouraging reflection on the quality and reliability of the sources used.
We work on international media education and encourage reflection on the issue of knowledge and reliability of sources.
Available Foreign Language 2: German, Spanish or Italian.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.02 | Defend a project with a presentation document (French and foreign language)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.08
Written and Oral Expression

This resource aims to consolidate the qualities of written and oral expression of students, in terms of formal correction (spelling, grammar, syntax), as for the variety of styles and registers that they may have to choose and implement according to the situation and usage (letters, reports).
Students are offered exercises but also scenarios, which are aimed, in particular, orally, to improve their fluency in individual speaking situations (presentation, defense) or in the context of the interview (recruitment in internship).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.02 | Defend a project with a presentation document (French and foreign language)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.09
Computer Aided Publishing (DTP)

This resource is intended to create documents for printing or web.
Students should know the distinction between bitmap and vector digital images, the concept of resolution, colorimetric modes, file formats and text formatting.
They will discover and approach methodically the use of image processing and editing software (editing software for bitmap images, illustration software for vector images, layout software).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.02 | Defend a project with a presentation document (French and foreign language)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.10
Office Automation Systems

This resource aims to:
– Produce documents with mostly textual content to present and value information (with word processing, presentation, concept map, etc.).
– Adapt documents of all types according to the intended use.
– Mastering the use of licenses to enable, facilitate and guide the use of applications and software in various contexts.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.02 | Defend a project with a presentation document (French and foreign language)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.11
Web

Description: The main objectives of this resource are to allow students to possess the keys for designing web tools:
– Create a website or blog using an online CMS.
– Create a newsletter.
– Use an administration interface.
– Integrate metadata into any media on the site.
– Implement site performance monitoring.
– Discover the basics of referencing.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.02 | Defend a project with a presentation document (French and foreign language)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.12
Personal and Professional Project

The first-year Personal and Professional Project (PPP) will:
Take ownership of the PPP approach: self-knowledge (interest, curiosity, aspirations, motivations), support students in defining a personal strategy allowing the realization of the professional project:
- Develop a reflexive and introspective approach (so as to discover its values, qualities, motivations, knowledge, know-how, know-how) through, for example, its experience and its interests,
- Place the student in a prospective approach in terms of future, wish, motivation vis-à-vis a study project and/or professional,
- Initiate yourself to the reflexive approach (know how to question and analyze your experience).

Appropriate the training:
- Reference skills and associate them with the reality of the field,
- Prepare your internship and/or your apprenticeship and/or your international journey,
- Discover the trades and know the territory,
- Project yourself into a professional environment.

Discover the trades and know the territory:
- Make the link with the business lines (ROME sheets – Article 1 Association),
- Outlets according to territory,
- Company basins, company networks, locations,
- Identify the trades related to the training, analyse the main characteristics.

Project yourself in your professional environment:
- Codes, practices and corporate culture;
- Integration of social codes at the level of France, Europe to be open to cultural diversity, openness to socio-economic globalization;
- Build your professional network: discover networks and raise awareness of digital identity.

The personal and professional project of semester 1 will allow the student to:
- To take note of and appropriate the reference framework of skills of level 1 training and the elements structuring it;
- Discover the professional fields associated with the specialty;

Various modalities can be implemented, ranging from business surveys to meetings with professionals, including visits to organizations or participation in conferences.
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.13
Media, usages and markets

This resource aims to:
– Identify and differentiate media sectors and markets, including digital;
– Identify the criteria for choosing the media adapted to the message and communication objectives;
– Question the media audiences according to the B2B and/or B2C recipients targeted;
– Understand the audience measurement system and its relationship to the advertising market;
– Learn about media agencies and boards (special operations).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.03 | Study and compare communication strategies of two organizations
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.14
Professional Bodies

This resource aims to familiarize students with their future professional environment, which they must be able to identify the actors (companies, institutions, but also organizations and professional associations), dynamics, usages, particularly in the area of recruitment (employer brand in the private as in the public).
They will be presented with the different modes of exercise of their functions, in the different sectors and structures, and the bases of an information monitoring process on the news of the communication sector, Information and Communication Technologies and the Media Economy, nationally and internationally.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.03 | Study and compare communication strategies of two organizations
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.15
Organizational Communication

The student will be able to analyze the communication situation, to identify the key markers of each category of organization, to question their articulation:
– Understanding the field of communication of organizations,
– Identify the main communication challenges related to the different categories,
– Understand the concepts of internal and external communication in all types of organization (public, private, associative),
– Identify the different types of communication of organizations (institutional, corporate, commercial, recruitment, internal, etc.) in their contexts.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.03 | Study and compare communication strategies of two organizations
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.16
Project Management

The resource approaches project management from a methodological perspective.
The aim is to learn how to work in project mode, to identify the actors (client, project manager, steering committee, etc.), resources and constraints (costs, deadlines, performance).
It makes students aware of the importance of group dynamics (motivation, involvement, crisis management) to create a synergy allowing continuous improvement of project mode work.
Students will be invited to formalize the steps of their collective work, for example following the following steps:
- Needs analysis (basic),
- Drafting of brief specifications.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.03 | Study and compare communication strategies of two organizations
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.17
Graphic Design Literacy

This resource aims to equip students with a culture of image and design, through a historical and thematic approach (art history, iconology or visual studies) of the major artistic and cultural trends and issues (including contemporary) on which to rely in order to create adequate communication media according to professional situations.
This resource prepares for visual resources (DTP, semiology, visual communication).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.03 | Study and compare communication strategies of two organizations
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.18
Digital Visualization Tools and Infographics

The resource aims to educate students about the fundamentals of data representation:
– familiarize yourself with the main statistical concepts (percentage, average, standard deviation, median...) in order to control the use made of the data,
– know the different types of graphs available to choose the most appropriate for the communication objective,
– use different digital data visualization tools,
– editorialize graphs and improve their appearance (retouching),
– be able to justify their graphic choices.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.05 | Using data to analyze audiences and their practices
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.19
Study of Audiences and Markets

The resource invites us to analyze the notion of the public (or even the general public), its relations with communities and audiences, but also of target and reception. We will also look at markets and their different segments.
Students will become familiar with the methodology of a study of audiences (definition of the subject of study, benchmarking, choice of survey techniques, operational implementation for example).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.05 | Using data to analyze audiences and their practices
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.20
Data Processing

– Apply processing to data for analysis and interpretation with a spreadsheet;
– Present the different types, main uses and fundamentals of a database (types of data, primary key, relationships...);
– Create a relational database (design the structure, create tables, fill tables) and formulate simple queries;
– Interpret, synthesize and present data collected in a database.
This resource is extended by "Digital Visualization Tools and Infographics".
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.05 | Using data to analyze audiences and their practices
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.21
Specific Written and Oral

This resource accompanies students in the promotion of their presentations.
Using specific methods, tools and formats, students are asked to present themselves and their projects orally in French and in a living language, with the goal of conviction.
Beyond the expression, it is a matter of learning to arouse interest and to hold the attention of the intended public, working the dynamism, conciseness and correctness of the formulations.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.COMOR.05 | Using data to analyze audiences and their practices
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.COMOR.22
Introduction to Press and Public Relations

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.MLP.13
Introduction to the Socio-economics of Books and Heritage

The contents taught are: presentation and analysis of the various book and heritage professions within their ecosystem, in a socio-economic approach.
The development of a cultural offer involves different actors and organizations, participating in the same ecosystem, the actual production of this offer or its availability to the public and users.
Taking the ecosystem into account aims to show the links and interdependencies between these actors and organizations.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.MLP.03 | Follow the news of books and heritage
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.MLP.14
Introduction to Literature and Cultural History

The objective of this resource is to understand the cultural offer by providing contextualization elements and historical references. The literatures are approached in their historical as well as contemporary anchorage. They are thought through the literary currents and the systems of ideas to which they belong.
They can also be approached from the point of view of literary analysis (analysis of a work and its reception, apprehension of a literary current, definition of a genre, etc.) Cultural history covers various resources: the history of books, the history of heritage, public history, the history of arts, sciences, and ideas.
The history of the book will address the evolution of the book and its uses. It aims to acquire a historical culture of books, from papyrus to digital.
The history of heritage, arts, sciences and ideas will address the main currents of thought and the history of human societies through in particular the notions of heritage and heritage processes; new museology and introduction to the history of artistic and scientific currents.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.MLP.03 | Follow the news of books and heritage
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.MLP.15
Cultural and Editorial Landscapes

The policies of artistic and cultural organizations aim to produce a supply of cultural goods and services and to make it available to different audiences and markets.
The presentation of the sectors and actors concerned by the same ecosystem makes it possible to identify and analyse the diversity of supply development policies.
The contents taught are as follows.
– Presentation of editorial production and different editorial sectors.
– Analysis of the structure of the publishing sector and its main players.
– Presentation of the book trade, the various forms of sale and major brands as well as the different methods of making the offer available to users.
– Ecosystem approach shared by the different cultural organizations studied.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.MLP.03 | Follow the news of books and heritage
– SAÉ 1.MLP.04 | Explore cultural places
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.MLP.16
Graphic Design

This resource is an introduction to graphic design. It intervenes upstream of the technical teachings that will aim to allow students to create objects of visual communication (posters, logotypes, books, signage, brochures, website...).
It is in this sense a theoretical approach of the rules of composition that will allow students throughout their training, to create, choose and use graphic elements to develop cultural communication tools.
It will be to accompany them in the understanding of the rules of graphic design: layout, typography, images, shapes, colors, etc.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.MLP.17
Project Management

The purpose of this resource is to provide an introduction to project management.
This resource addresses project management from a methodological perspective. It makes students aware of the importance of group dynamics (motivation, involvement, crisis management) to create a synergy allowing continuous improvement of the project strategy.
It is for the student to understand the interest of conducting a built approach of project management, to identify the actors of the project approach (sponsors, project manager, steering committee) and understand how to format documents for partners:
– analysis of the situation (SWOT and organization chart),
– specifications.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.MLP.04 | Explore cultural places
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.MLP.18
Communication of Cultural Organisations

The objective of this resource is to train students to design coherent communication strategies for cultural organizations.
To this end, students will first be made aware of the specificities, stages and norms of communication strategies within cultural organizations.
Students will also be trained in the various tools, methods and techniques that can accompany them in the conduct of this kind of strategies.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.MLP.04 | Explore cultural places
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.13
Consumer Behaviour

Discover the different stages of the consumer decision-making process and link them to the operationalization of a marketing strategy. To shed light on the different concepts through the knowledge of various disciplines (psychology, sociology, economics, neurosciences...) allowing to better understand the consumer, his different factors of influence (media, groups of influence...) and his behaviors. Identify relevant insights and strategic and operational recommendations from consumer knowledge.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.03 | Perform a market analysis
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.14
Market Research, Market Study

Know how to differentiate the various sources of information, choose the appropriate methodology to put in place to:
– write a questionnaire, an interview/facilitation guide;
– mobilize projective techniques;
– identify the different biases, define a sample, choose the mode of administration…
Know how to implement a monitoring technique on a subject of interest.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.03 | Perform a market analysis
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.15
Marketing and Brand Strategy

Marketing: Define marketing and identify its evolutions. Understand the concept of the market and understand its main analytical tools (MOFF or SWOT, PESTEL...).
Deepen the concepts of segmentation, targeting and positioning. Consider action levers for product, price, distribution and communication policies (including copy strategy).
Brand Strategy: Understand the notion of brand and the various related concepts (DNA, identity, image, positioning...), its storytelling, its branding, identify the levels and tools of brand analysis, consider the possible major strategic options...
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.03 | Perform a market analysis
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.16
Contemporary Art and Creativity

The objective is to better understand and design a graphic production for the advertising, communication and media sector, offering a more in-depth knowledge of modern and contemporary artistic production.
This approach should make it possible to draw up an inventory of the places, keys and landmarks, productions of contemporary art, an area that remains sometimes impenetrable and enigmatic but yet is a source of inspiration for the advertising world and the challenges of communication, by its diversity of forms, styles, which shake fundamental notions (of the beautiful and the ugly, the original and the playful...).
The objective is also to present a set of methods, techniques and mechanisms allowing the expression of creativity. This involves knowing how to use consumer insights, defining the main creativity models (for example the Creative Problem Solving) and understanding the most used methods and tools (brainstorming, mind mapping/ mind mapping...).
This approach can also address the structural principle of creative strategy, as practised in the professional field of advertising.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.04 | Design a graphic identity
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.17
Culture and Advertising Trends/Graphic Design Literacy

The objective is to present the news of the advertising, communication and media sector.
This approach should make it possible to take stock of the world of advertising and the expectations of the target audiences, to define the trends, the values of today and tomorrow, those based on advertising culture, those emerging, emerging ideas, influences, and movements that are already anchored more sustainably.
The implementation must also be able to encourage students to analyse and set up an informational monitoring, on advertising practices, the territory of brands and well-known campaigns, past and current.
The objective is also to understand the strategic challenges of visual communication by developing a graphic culture.
The sessions will consist of a presentation of theoretical, technical and practical means to give form and meaning to an idea by mastering the graphic processing of the image and the expressive qualities of the letter.
The codes of visual communication and their meanings will be approached, through the history of characters, typographic and editorial rules, the perception of forms, symbols, color, space and time, the semiology of the image (fixed or animated).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.04 | Design a graphic identity
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.18
Advertising Professions and Actors

Identify, describe and define the various players that govern the offline and online advertising market ecosystem, their main missions, their interactions and connections: businesses, agencies, advertisers, boards, media, marketplaces, affiliate platforms, etc.
Knowledge of the various generalist and advertising professions and the skills and know-how required for each, as well as the practices associated with the underlying issues.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.05 | Decoding an advertiser's brief
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.19
Recommendation Workshop

Knowing how to read, understand and grasp a brief.
Develop a prior communication diagnosis.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.05 | Decoding an advertiser's brief
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R1.PUB.20
Project Management

Mastering the basic principles of project management, namely the project approach, the project management players (the client or sponsor, the project manager, subcontractors, the steering committee, etc.), the project team (distribution of roles and management) and specifications (analysis and understanding of customer needs).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 1.PUB.05 | Decoding an advertiser's brief
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

Courses of the SECOND-YEAR Bachelor program

SAÉ 3.COMOR.01
Design and organize an event

Objectives and professional issues. The aim is to design and organise an event involving an audience and forming part of a communication strategy.
Course content. Both in the branch and in the company, events management is a key tool for federating teams or an audience. Its design and organisation combine strategy, logistics and team management.
Its various variations (symposium, round table, evening...) allow to adapt to corporate cultures as well as to material and human constraints.
It is necessary to define the objectives, imagine the format taking into account the constraints including legal, to plan the course (including invitations, logistics, management of flows on the site if necessary) and social communication, before, during and after the event.
List of resources mobilized and combined:
– R3.04 | English
– R3.05 | Foreign Language 2
– R3.COMOR.08 | Graphic and Audiovisual Design
– R3.COMOR.09 | Event Communication and Operational Project Management
– R3.COMOR.11 | Internal Communication
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.COMOR.02
Propose recommendation on communication strategy

Objectives and professional issues. The objective is to propose a recommendation on the communication strategy including a strategy of means, after studying the positioning and needs of the customer.
Course content. The design of a communication strategy based on an audit of the existing situation, the problem, and the positioning of the competition is the key action of any actor of the communication, at the advertiser as well as in agency, in external and internal communication.
In response to a client brief (external or from the IUT or the university), it is necessary to analyze the client's request, assess its relevance, study its positioning and needs, and propose a recommendation on the communication strategy including a strategy of means.
This SAÉ is based on complex communication issues, adding to it the issue of the client/client relationship.
Unrolled:
1/ Go beyond the methodology discovered in the first year to work more closely on the problem of the sponsor, especially in complex contexts (internal communication, network, institutional, BtoB...);
2/ Personally construct the elements of the diagnosis (interviews, in some cases, visit);
3/ Carry out a precise and reasoned market study;
4/ Be able to define a strategy of means that operates clear and reasoned choices, which articulates and hierarchizes the means according to the problem identified;
5/ Understanding the client/client relationship on a real case.
List of resources mobilized and combined:
– R3.01 | Information and Communication Sciences
– R3.03 | Digital Literacy
– R3.COMOR.10 | Marketing/Webmarketing
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.COMOR.03
Design a communication device hybridizing physical and digital modalities

Objectives and professional issues. The objective is to design a communication device hybridizing physical and digital modalities.
This SAÉ is an introduction to the issues and tools that a brand content manager must master. It aims to go beyond the register of different media, to think and implement the deployment of a project on paper and digital publishing, simultaneously or sequentially.
Course content. It is a matter of better knowing the specificities of the different media and public, while learning to play these specificities to transpose or prolong an object outside its initial universe, while preserving its identity.
This may include:
1/ Complement or transpose to digital a physical editorial object (e.g. a newspaper);
2/ Deploy an existing narrative universe on a new medium;
3/ Use paper resources produced by other media (podcast enriched by users and becoming a magazine).
List of resources mobilized and combined:
– R3.03 | Digital Literacy
– R3.06 | Written and Oral Expression
– R3.COMOR.08 | Graphic and Audiovisual Design
– R3.COMOR.09 | Event Communication and Operational Project Management
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.COMOR.04
Create an innovative object or service

Objectives and professional issues. The objective is twofold: to create an innovative object or service (it can be a material object, a media support), and to design the strategy and the launch media of this object or service.
Course content. This SAÉ focuses on the problems encountered by communication consulting with start-ups or future business creators.
It must:
1/ Raise awareness of the relationship between a product/brand and its communication;
2/ Harnessing students' creativity (ideation, design thinking);
3/ Combining innovation and communication.
The central object can be real or theoretical (prototype), in a commercial as well as non-market context.
List of resources mobilized and combined:
– R3.COMOR.08 | Graphic and Audiovisual Design
– R3.COMOR.09 | Event Communication and Operational Project Management
– R3.COMOR.10 | Marketing/Webmarketing
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.MLP.01
Conducting an event or mediation

Objectives and professional issues. The objective is to plan a cultural event within a structure and actively integrate into the work of valuing funds within a cultural company.
Course content. Based on specific technical knowledge, project management, economics of organizations, mediation/communication, it is a question of responding to a design order of a mediation/mediatization project of an event or cultural institution.
It is necessary to analyze the existing offer and to create a mechanism of mediation/mediatization adapted to the specific audience of this actor, applying the basic principles of communication.
All proposed editorial variations will be specified.
List of resources mobilized and combined:
– R3.MLP.08 | History and Cultural Policies
– R3.MLP.10 | Specific Techniques
– R3.MLP.11 | Mediation and Communication
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.MLP.02
Implement a study project in cultural communication

Objectives and professional issues. The objective is to address a communication problem encountered by a cultural structure.
Course content. Using concepts derived from project management and specific techniques as well as knowledge of the cultural environment, the market, targets and means, it is a question of analysing the existing situation, propose achievements and/or recommendations in line with the expectations of the structure.
List of resources mobilized and combined:
– R3.MLP.08 | History and Cultural Policies
– R3.MLP.09 | Literature, Arts and Sciences: Historical Perspective
– R3.MLP.10 | Specific Techniques
– R3.MLP.11 | Mediation and Communication
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.PUB.01
Studying a brand (Training)

Objectives and professional issues. Based on a fictitious case study or a brief provided by a regional sponsor, the objective is to study the organization, brand, products and services offered and the targets for producing a marketing diagnosis, the marketing strategy to be developed.
Course content. The purpose of the job placement is to work as an advertising agency.
List of resources mobilized and combined:
– R3.PUB.08 | Marketing Strategy / Branding
– R3.PUB.09 | Operational Marketing / Webmarketing
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.PUB.02
Implement a communication strategy (Training)

Objectives and professional issues. The objective is to achieve an efficient communication strategy (situation analysis and diagnosis, positioning, objectives, targets, etc.).
Course content. Using a fictitious case study or a brief provided by a regional sponsor, using the marketing strategy developed to determine the problem to be solved through communication, it is a question of formulating a communication strategy (situation analysis and diagnosis, positioning, objectives, targets, etc.) efficient.
The idea is to propose an appropriate strategy of means and a balanced budget.
The purpose of the job placement is to work as an advertising agency.
List of resources mobilized and combined:
– R3.PUB.12 | Communication Strategy
– R3.PUB.13 | Strategic Resources/ Social Media
– R3.PUB.14 | Management of a Communication Project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.PUB.03
Designing a creative advertising (Training)

Objectives and professional issues. The objective is to achieve an impactful creation strategy.
Course content. Based on a fictional case study or a brief provided by a regional sponsor, use the communication strategy and the resulting strategy copy to develop an impactful creation strategy.
The deliverables, in their diversity, will be of professional quality both from the point of view of design and production. Creative choices will be systematically justified.
The purpose of the job placement is to work as an advertising agency.
List of resources mobilized and combined:
– R3.PUB.10 | Creative Workshop
– R3.PUB.11 | Image and Web (Level 2, VA, DTP, Web)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 3.PUB.04
Develop an advertising communications strategy

Objectives and professional issues. The objective is to produce the diagnostics and analyses necessary to formulate recommendations and recommendations that the sponsors will validate (or not).
Course content. From fictitious cases or orders issued by organisations from the territory (local, departmental, regional level), this involves producing the diagnostics and analyses necessary to formulate recommendations and recommendations that the sponsors will validate (or not).
The recommendations and recommendations will be part of a 360° communication logic.
List of resources mobilized and combined:
– R3.PUB.08 | Marketing Strategy / Branding
– R3.PUB.12 | Communication Strategy
– R3.PUB.13 | Strategic Resources/ Social Media
– R3.PUB.14 | Management of a Communication Project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

R3.01
Information and Communication Sciences

This resource makes it possible to articulate different theories to think about the phenomena of information and communication.
It makes it possible to understand the human and social issues involved, to question major ideologies, and to approach the work of actors (especially professionals) in communication in a distance.
The phenomena of communication are thus observed in a critical perspective, at the intersection of sociology, ethnology, linguistics, philosophy, semiology, from large linear and deterministic models to constructivist and semiological approaches.
For the second level of this resource, it will be necessary to put in place scientific methodologies essential to the understanding of the field of CIS. This second level of the resource will be able to insist on certain theoretical paradigms and resulting methodologies to study in a scientific way the communicational phenomena: according to which the analysis is centered on the actors, the usages, the texts, speeches, media, situations and contexts, what approaches can be mobilized? Students will thus be able to develop a reflection on the practices and meanings of the various modes of professional communication (interpersonal, organizational, visual and audiovisual communication...).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.02 | Propose recommendation on communication strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.02
Linguistics, Semiology

It will be for the student to perceive the omnipresence of signs and the role of codes and situations in interpretative phenomena, to know the functions of language and some essential concepts (denotation/connotation, explicit/implicit, etc.) to be able to analyze and design hybrid or complex texts, to know how to analyze an image to determine its construction, meaning, rhetorical efficiency.
We will reflect on the status of the image in society and its functions within the communication devices based on the fundamental notions in semiology (currents, schools, theories). The student will be able to report on his perception of images (still or animated) and propose an analysis of the meaning of still and animated images.
Situate the meaning of an image (fixed and animated) in relation to a socio-economic context (production and reception) and design the elements necessary for the elaboration of a communication by the image.
List of related Learning and Assessment Situations (SAÉ):
– PORTFOLIO S3 | Portfolio
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.03
Digital Literacy

Digitization is the vector of a reconfiguration that is far from having exhausted all its effects, and already draws a new landscape that calls for some keys of analysis or decryption.
This resource aims to better understand and identify the changes in the cultural and communication industries and notably questions the influence of digital platforms and new intermediaries (infomediaaires) on the production and circulation of information and cultural content.
By addressing the issue of personal data and algorithms in the field of media and communication, this resource aims to awaken students to the critical discourses that accompany the development of these intermediaries (Facebook, TikTok, Youtube, Twitch, Apple News...) become essential.
It is thus a matter of understanding the logics at work, identifying the context, identifying the actors and analysing the issues.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.02 | Propose recommendation on communication strategy
– SAÉ 3.COMOR.03 | Design a communication device hybridizing physical and digital modalities
– PORTFOLIO S3 | Portfolio
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.04
English

Design for Social Change. The workshop's goal is to develop insight into why corporate, NGO and public communication strategies aimed at achieving social change can be effective – or fail.
Based on case studies and student-led presentations, the class gives the students a general overview of communication tools geared toward behavioral and social change. Each student will collect a dynamic toolbox of case studies and model policies in order to analyze the strategic use of communication by governing bodies, NGOs and grassroots organizations. By the end of the workshop, students will have considered the impact of a wide range of communications activities and analyzed approaches that extend beyond individual behavior change to include shifts in social norms, businesses and public policies.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.MLP.04
English

How to Recommend a Book - Lessons from writers, book store managers, librarians and readers.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.04
English

The History of Creative Advertising. This class, which uses excerpts from AMC's TV series Mad Men and the PBS documentary "The Real Mad Men and Women of Madison Avenue", looks at how the Creative Revolution in the 1950s and 1960s disrupted advertising. This class, which uses excerpts from AMC's TV series Mad Men and the PBS documentary "The Real Mad Men and Women of Madison Avenue", looks at how the Creative Revolution in the 1950s and 1960s changed the advertising landscape worldwide.
Based on case studies of the most ground-breaking advertising and PR campaigns of the time – among which the Volkswagen "Think Small" campaign, the Marlboro Man, the Coca-Cola Hilltop commercial - this class shows how advertising evolved in order to reflect new social norms, thereby establishing a different relationship with audiences.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.05
Foreign Language 2

This resource allows the acquisition of specific vocabulary and the setting in professional situation relative to the professions targeted by the course.
It is about appropriating the content of professional documents (press release, argumentation, blog post, dossier, report, ...).
Efforts will also be made to promote awareness of the professional community in order to promote the search for work experience and/or employment abroad.
Available Foreign Language 2: German, Spanish or Italian.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.06
Written and Oral Expression

It will be about mastering the rules of professional writing on complex and hybrid writings.
The student must understand and know how to apply professional writing codes in relation to the trades covered by the course.
It will be necessary to take into account the specificities of the media to adapt the writing (example: writing for the web: editorial design of a said, newsletter...).
As regards skills in oral situations, attention will be paid to mastering the techniques of argumentation, negotiation and facilitation of meetings.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.03 | Design a communication device hybridizing physical and digital modalities
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.07
Personal and Professional Project

Define your profile, starting from your appetite, your desires and establish your professional choice through your career.
- Self-knowledge throughout his training,
- Admission procedures (school and company),
- Introduction to information monitoring on a sector of activity, a company, innovations, technologies...,
- What are the different business lines possible with the proposed courses;

Build a professional project(s) by defining a personal strategy for the implementation
- Identify the business lines associated with the professional project(s),
- Build your training course in line with your professional project(s) (speciality and modality in alternance or initial, reorientation, international, further study, professional integration),
- Discover the plurality of pathways to access a profession: Further studies and pathways in year-two and year-three of the Bachelor (both nationally and internationally), Validating Experience (VAE), lifelong learning, entrepreneurship;

Analyse the jobs envisaged: positions, types of organisation, sector, professional environment
- The professional sectors,
- The representative trades of the sector,
- What are the possible trades with the chosen path;

Set up an internship and work placement search process and related tools
- Formalize the personal and professional learning acquired from the internship experience (self-knowledge, choice of field and profession/discovery of the world of the company, rehabilitation of work strategies in the perspective of the 3rd year),
- Support in the search for internship, work placement and student job (in connection with training),
- Develop a suitable professional posture,
- Research technique of internship or apprenticeship: search for an offer, analyze it, develop a suitable CV & cover letter. Prepare for the interview. Develop a methodology for monitoring its procedures,
- Manage your digital identity and e-reputation;

The personal and professional project of semester 3 allows the student to:
- To take note of and appropriate the reference framework of the level 2 training and the elements structuring it,
- Link targeted skill levels, SAÉ and resources to the Semester 3 program,
- To mobilize recruitment techniques in the context of a research internship or a work-study contract.

Links with former students will be privileged and the student will have to build a digital professional identity.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.08
Graphic and Audiovisual Design

In the continuity of the resources of the Bachelor First year in graphics and audiovisual, students will respond methodically to specifications on the basis of technical, professional and cultural knowledge.
The use of specialized software will lead to the design and production of visual communication combining image and text or audiovisual communication combining image and sound.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
– SAÉ 3.COMOR.03 | Design a communication device hybridizing physical and digital modalities
– SAÉ 3.COMOR.04 | Create an innovative object or service
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.09
Event Communication and Operational Project Management

The objective is to allow the accompaniment of a project proposal and to assist the assembly of the events (then the follow-up) with targets to which the entity, whatever it is, wishes to address, then reach them directly and retain them.
This resource provides knowledge on the following points:

- Identification of the target;
- Monitoring of trends;
- Identification of service providers and their offer;
- Drawing up the specifications;
- Compliance of the event's administrative and legal environment;
- "Road book" of the event;
- Simplified operating budget setting;
- Implementation of the implementation phases of the event in compliance with the pre-established roadmap;
- Team management;
- Determination of KPIs;
- Debriefing of the organization of the event.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
– SAÉ 3.COMOR.03 | Design a communication device hybridizing physical and digital modalities
– SAÉ 3.COMOR.04 | Create an innovative object or service
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.10
Marketing / Webmarketing

The student will be able to analyze a market and its environment to identify a marketing approach adapted to the commercial challenges of the company. In a web marketing context he will know how to put in place the tools adapted to achieve the objectives of the organization.
He will know:

- Implement a suitable methodology and conduct a market study;
- Make a marketing diagnosis;
- Propose a marketing strategy using the concepts of segmentation, targeting and positioning;
- Develop the strategy in a coherent market plan (marketing mix) using the 4 levers: product, price, distribution, and communication;
- Develop the marketing strategy from a web marketing perspective to achieve the objectives using the SMART method;
- Propose commercial communication tools that go through digital channels in an inbound marketing dynamic (inbound marketing);
- Offer attractive content to attract potential customers (content marketing), such as infographics, webinars, videos, ebooks, photos, social media posts, newsletters…

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.02 | Propose recommendation on communication strategy
– SAÉ 3.COMOR.04 | Create an innovative object or service
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.11
Internal Communication

This resource aims to present the state of internal communication (expected skills, professionalization, changes in the sector) while developing its current challenges for an organization.
It will also address internal communication techniques and tools by contextualizing their use in a more global strategy formalized in an internal communication plan, the implementation of which can be approached in the context of usual operations or crisis.
Finally, it will highlight the points of convergence but also the tensions and necessary bridges between internal and external communication, between internal communication and management in a more global way.
At the end of this resource, the student must be able to:
– identify different internal situations requiring the implementation of an internal communication strategy;
– analyze internal communication issues in a crisis or not;
– differentiate the selected tools from the target audiences and targets;
– implement an internal communication strategy that meets a specific objective.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.12
Communication Strategy: Editorial Project

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
– SAÉ 3.COMOR.03 | Design a communication device hybridizing physical and digital modalities
– SAÉ 3.COMOR.04 | Create an innovative object or service
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.13
Communication Strategy: New Media, New Formats

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
– SAÉ 3.COMOR.02 | Propose recommendation on communication strategy
– SAÉ 3.COMOR.03 | Design a communication device hybridizing physical and digital modalities
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.COMOR.14
Patronage and Sponsorship

The objective of this module is to discover the challenges and practices of organizations in terms of sponsorship.
The competences targeted: knowing how to choose the communication device most suited to the objectives of partnership, being able to implement a campaign of communication of patronage and partnership.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.COMOR.01 | Design and organize an event
– SAÉ 3.COMOR.04 | Create an innovative object or service
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.MLP.08
History and Cultural Policies

History of cultural policies in France since the Revolution.
Study of the establishment of the Ministry of Cultural Affairs in 1958/1959 and its evolution.
Study of national cultural policy choices and their translation in a public administration responsible for their implementation.
Study of cultural policy in relation to social, economic and political contexts. Analysis of its changes and its application in the various cultural sectors.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.MLP.01 | Conducting an event or mediation
– SAÉ 3.MLP.02 | Implement a study project in cultural communication
– PORTFOLIO | Portfolio S3
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.MLP.09
Literature, Arts and Sciences: Historical Perspective

This resource is in a progression on 2 levels and proposes to strengthen the knowledge in literature, art and science of students.
At S3, it will be able to adopt a historical perspective and offer science and humanities content useful to different specialties: social facts, history of ideas, sciences and techniques, arts, philosophy, literary genres, artistic and literary currents, etc.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.MLP.02 | Implement a study project in cultural communication
– PORTFOLIO | Portfolio S3
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.MLP.10
Specific Techniques

Objectives:
Focus on understanding the diversity of editorial sectors, museum collections and heritage acquisition and assortment and bookstore purchasing policies:
Understand
- the business cycles of the bookshop: purchasing techniques, development and updating of funds (children's literature, music, DVD...);
- library documentary policy (collections, books, videos, audio);
- wealth management tools;
- paper and digital editorial strategies: editorial project, editorial line, collections..

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.MLP.01 | Conducting an event or mediation
– SAÉ 3.MLP.02 | Implement a study project in cultural communication
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.MLP.11
Mediation and Communication

This resource offers students to become familiar with the strategies, uses and practices of animation and implementation of cultural actions in connection with the targets and audiences concerned.
Discovery of digital communication tools (community management, network animation, etc.) or marketing (showcase, highlighting, etc.)
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.MLP.01 | Conducting an event or mediation
– SAÉ 3.MLP.02 | Implement a study project in cultural communication
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.08
Marketing Strategy / Branding

Marketing Strategy. Establish an internal and external strategic diagnosis (resource concepts, skills, PEST analysis, PORTER competitive forces, PORTER value chain...) and formulate recommendations in terms of global strategies (diversification and specialization), development strategies (internal, external, joint growth, internationalization...), domain strategies (differentiation, cost dominance and focus). This will involve studying the consequences in terms of segmentation, targeting, positioning and marketing mix (pull and push marketing strategy).
Branding. Improve brand development and the consumer experience: by changing the name, rejuvenating a brand, changing the visual identity, reworking the packaging, creating a limited edition, creating a brand platform, up-market, integrating CSR into the brand strategy, etc.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.01 | Studying a brand (Training)
– SAÉ 3.PUB.04 | Develop an advertising communications strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.09
Operational Marketing / Webmarketing

Operational Marketing. Take charge of the development of the direct marketing strategy by contributing to the definition of the commercial policy of external advertising boards. Students will be able to participate in the development of creative advertising concepts (contests, events, TV, digital, etc.) adapted to different media. They will be able to translate and translate a brief into specifications for the expression of needs for the teams involved, based on the creative concept developed beforehand, ensure the steering of the project: budget, execution, negotiation and purchasing.
Webmarketing. The challenges of digital marketing (definition, evolution and current situation). Digital marketing tools (merchant site or showcase, Trigger Marketing, Programmatic Marketing, web design and UX, Adaptive and responsive design, Mobile Marketing, social media and social selling). Digital marketing strategies (SEO and SEA strategies, affiliation, native advertising, Content Marketing and Inbound Marketing, Growth Hacking, POEM articulation). Measuring the performance of the digital strategy.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.01 | Studying a brand (Training)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.10
Creative Workshop

Using the methods, techniques and mechanisms allowing the expression of creativity, identify a strong consumer benefit and translate it into artistic orientations by relying on a creative duo (CR or DA). It will be a matter of already demonstrating an ability to animate teams of creative, strategic planners, teams at the heart of the process of producing ideas, creative concepts and their justifications.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.03 | Designing a creative advertising (Training)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.11
Image and Web (Level 2, VA, DTP, Web)

Audiovisual (Level 2). Principles of frame-by-frame animation.
Image-by-image animation in image editing software. Keyframe animation in dedicated software.
Import and trim existing videos.
Mount mashups using simple software (iMovie, Openshot, Shotcut) or not. Transitions of planes, cuts and sound-image editing.
Simple special effects with green background (real or from image editing software). Export, file formats.
Creation of recordings/formats for social networks.
DTP (Level 2). Digital creation of documents intended for printing and dissemination in electronic form (sites, social networks, newsletter, etc.).
Know how vector drawing software works, be able to make a logotype, pictograms intended to be inserted in a document.
Design and produce professional documents, from the presentation of a rought to be presented to the customer to the format sent for printing for example.
Know how to highlight his graphic creations as part of a professional presentation (mockup) or the search for an internship, a job (book, portfolio) use the advanced functions of a DTP software.
Web (Level 2). Managing a web project, from writing specifications to developing a site under the appropriate CMS (Wordpress or other). It will also include:

- Deepen the HTML and CSS language (creation of a lansing page);
- Rework the layout of a site;
- Create content that meets technical constraints.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.03 | Designing a creative advertising (Training)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.12
Communication Strategy

This will involve apprehending:
– definition of insight, objectives (awareness, image, action), communication axis;
– defining targets - who and why - in quantitative (demographics) and qualitative terms (sociostyles > values &gt);
– deep motivations;
– the definition of the strategic message that is to say the consumer benefit (empathic approach);
– development of the copy strategy: creative work plan, tone of communication;
– the structuring of the media-planning and, where appropriate, events.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.02 | Implement a communication strategy (Training)
– SAÉ 3.PUB.04 | Develop an advertising communications strategy
– PORTFOLIO S3 | Portfolio
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.13
Strategic Resources/ Social Media

Strategy of Means: This resource will be able to deal with the production and execution of products and media (all types) of information and communication offline and online: written, visual, audiovisual, video, editing, manufacturing, layout and graphics (multimedia), storyboards, animatics... It will be necessary to set up a media-planning to contact the target at the best time T and place L.
Social Media: Students will study strategies, influence marketing and presence of a company on social networks.
It will be a question of understanding socio-demographic networks according to the objectives: increased traffic, promotion of image and products, direct or indirect stimulation of sales, etc.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.02 | Implement a communication strategy (Training)
– SAÉ 3.PUB.04 | Develop an advertising communications strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R3.PUB.14
Management of a Communication Project

It will present to the students the organization of the production of advertising campaigns, the management of traffic (sending and receiving of elements), the follow-up of the execution of a project, from the brief to the realization of the finished products, all at the interface between sales and consulting, creation and production with constant monitoring and adherence to schedules.
For each project, it will be necessary to be able to estimate the number of hours of work required by each person involved in the creation or production. It will be necessary to know how to participate in the establishment of the schedules and retro-schedules of creation and production, according to the instructions of the sales teams, and in connection with them. It will be necessary to know how to allocate the work according to the availability of the employees involved in the creation and production; to be able to coordinate and control all the schedules in terms of progress and deadlines.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 3.PUB.02 | Implement a communication strategy (Training)
– SAÉ 3.PUB.04 | Develop an advertising communications strategy
– PORTFOLIO S3 | Portfolio
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

Courses of the THIRD-YEAR Bachelor program

SAÉ 5.COMOR.01
Designing a mechanism for cultural or scientific mediation

Objectives and professional issues. The objective is to design a mechanism for cultural or scientific mediation on behalf of an institutional or technical actor, particularly in the context of agency work.
***Course content*.** Not always a specialist in the scientific or cultural field targeted, the communicator must, through study and investigation, raise his level of understanding of the knowledge and vocabulary specific to his client (whether fictional or real).
It is a question of comparing observations of the existing arrangements, of the customer, of his competitors or of his partners.
It is necessary to be able to invent an intermediation device respectful of the norms in use in the environment concerned (tone, vocabulary), and adapted to its specific audiences, as a professional provider would do.
It is a matter of putting the skills acquired previously in studies and strategy, at the service of a world of specialized knowledge.
Depending on local possibilities, cooperation with other university components (medicine, pharmacy, sport, arts, law, libraries, etc.) or with museums would be relevant.
Cooperation, at the service of a public, is at the heart of this exercise which will make it possible to think of action according to logic other than that of competition and the market sector.
List of resources mobilized and combined:
– R5.02 | Initiation to Intercultural Relations and Communication
– R5.COMOR.06 | Organisation Management and Strategy
– R5.COMOR.08 | Specific Communication Tools
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 5.COMOR.02
Experiencing an entrepreneurial approach

Objectives and professional issues. The goal is to experience an entrepreneurial approach from the process of ideation to the launch phase, including communication.
Course content. Whether as an advisor (in an agency or in an intra-reneurial company), or as a business or association creator, communicators are increasingly confronted with the problem of entrepreneurship, They must master the workings of these companies but also understand the specificities in relation to established companies.
The scenario will also reveal how communication intervenes very early in the process of creating a business or activity and then in all the other stages.
This SAÉ is based on the legal knowledge acquired during the previous two years, regarding the institutional environment of the company, and the different legal statuses and possible legal forms.
It therefore focuses on entrepreneurial dynamics:
1. Ideation techniques;
2. Creation of a business model to identify the added value of the idea and the conditions for economic viability;
3. Testing the idea, including presenting it for testing by different actors;
4. Identification of commercial or institutional partners, in particular of the local entrepreneurial ecosystem (institutional aids, coaching associations);
5. Establishing a business plan;
6. Definition of a communication plan integrating a dual target, institutional and financial actors, the target audience;
7. Project presentation (competitions, funders, incubators).

List of resources mobilized and combined:
– R5.03 | Social Responsibility of Organisations
– R5.COMOR.05 | Entrepreneurship
– R5.COMOR.07 | Recommendation and Brand - 1
– R5.COMOR.09 | Advanced Business Communication

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 5.COMOR.03
Build a sensitive communication strategy

Objectives and professional issues. The objective is to build a strategy to protect and restore the image of an organization or its actors (employees or managers) to contain the impact of a crisis, in compliance with CSR, for external and internal targets.
Course content. Crucial for the company, and traditionally the prerogative of the director of communication, crisis communication has become more common and now concerns the more modest structures, with the rise in power of social networks, that accelerate and exacerbate image risk.
The person responsible for communication must know the basics to be able to preserve his organization (company, institution, association).
This SAÉ leads to articulate competences in communication and corporate strategy, with the benchmarks and ethical principles seen during sensitive communication, the crisis situation is often the crystallization of a situation described as a sensitive communication.
From a concrete case involving an organization or its members, it is a matter of characterizing the crisis and its consequences (internal and external) on the organization, both to identify threats, and to be able to produce a clear picture to the management of the company.
Possible deliverable: a summary infographic on the crisis and sensitive post-crisis communication.

List of resources mobilized and combined:
– R5.01 | Sciences de l'information et de la communication
– R5.COMOR.07 | Recommendation and Brand - 1
– R5.COMOR.08 | Specific Communication Tools
– R5.COMOR.09 | Advanced Business Communication

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 5.MLP.01
Create a reader guide or collection catalogue

Objectives and professional issues. The objective is to create a well-developed communication medium to meet different communication objectives: valorization of funds, services, establishment, exhibition, cultural event, scientific, etc.
Course content. The creation of a guide or catalogue requires several skills: knowledge of the structure, funds and audiences, editorial and graphic capacities, choice of suitable media and formats, anticipation of updates, etc.
From a real or fictitious case study, the work will be done in compliance with communication plans, graphic and other charters.
Consideration of printing standards will also be expected.

List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 5.MLP.02
Designing a cultural project

Objectives and professional issues. The objective is to design an event, a mediation or an action responding to a public or private institutional order (art center, museum, publishing company, bookshop, media library, etc).
Course content. This action requires building a communication plan and a schedule of tasks attached to it.
Funding should be sought and stakeholders contacted as appropriate.
List of resources mobilized and combined:
– R5.MLP.05 | Literature, Arts and Sciences: an International Perspective
– R5.MLP.06 | Editorial Market and Supply Strategy
– R5.MLP.07 | Professional Writing - Upgrade
– R5.MLP.08 | Mediation and Communication
– R5.MLP.09 | Professional Practice and Tools
– R5.MLP.10 | Audiovisual and Digital Production
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 5.PUB.01
Create a brand file

The goal is to conduct a comprehensive brand advertising study.
Unrolled:
- choose a brand,
- collect the data,
- produce a marketing diagnosis and a prior communication diagnosis,
- identify a problem to be solved by communication (ageing communication, repositioning, launch, short-term problem, crisis situation, etc.).

List of resources mobilized and combined:
– R5.PUB.05 | Creative Advertising (multi-media) / Storytelling
– R5.PUB.06 | Image and Web (Level 4 - AV, DTP, Web) / Motion et Sound Design
– R5.PUB.07 | International Advertising/ Specific Campaigns
– R5.PUB.08 | 360° Communication Strategy
– R5.PUB.09 | Advertising CSR
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 5.PUB.02
The Big Project

List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

R5.01
Information and Communication Sciences

This resource makes it possible to articulate different theories to think about the phenomena of information and communication.
It makes it possible to understand the human and social issues involved, to question major ideologies, and to approach the work of actors (especially professionals) in communication in a distance.
The phenomena of communication are thus observed in a critical perspective, at the intersection of sociology, ethnology, linguistics, philosophy, semiology, from large linear and deterministic models to constructivist and semiological approaches.
This third level of the resource allows students to take up both the theoretical and conceptual bases of information and communication sciences (for incoming gateways) by now approaching them from a critical perspective, which takes into account the debates and controversies that animate the discipline. To better understand the epistemological and methodological issues.
This resource, informed by the latest developments in the discipline, will allow students to identify the issues of communication in its connection to the most contemporary culture, but also to politics, economy, territory, etc.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.03 | Build a sensitive communication strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.02
Initiation to Intercultural Relations and Communication

Intercultural communication aims to address communication between different cultures and social groups. Communication styles vary widely across cultures, and communication standards are expressions of the values of each culture.
Anthropology, ethnology and sociology teach us that the notion of culture applies of course to nations, but also to any social group, organization, business, community, school, university, team…
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.03 | Build a sensitive communication strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.03
Social Responsibility of Organisations

The objective is to understand and understand the challenges and objectives of CSR for an organization. It is also a matter of acquiring the methodology to implement and develop a responsible and sustainable CSR communication that takes into account the corporate image of the organization and the expectations of the stakeholders.
Specifically, different communication practices of organizations can be addressed in relation to the three pillars of sustainable development: environmental quality, economic sustainability, social responsibility (all stakeholders including employees), understand the needs of target audiences and the challenge of good practices, know the different approaches and tools of CSR, their assets and their traps (legal framework, mission-oriented status, but also standards, sectoral self-regulation, etc.) pay particular attention to critical points (greenwashing, socialwashing, etc.).
Thus, the link can be made with the notion of ethics and its role in communication.
From an example of communication (photo advertising, video etc..) it is a question of making a critical and reasoned feedback: targets, CSR objectives for the organization, actions to be implemented internally in connection with the CSR communication engaged externally, risks of deterioration of the corporate image etc..).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.02 | Experiencing an entrepreneurial approach
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.04
Personal and Professional Project

Self-awareness and professional posture (related to years 1&2):
– Use your internship to improve your professional posture,
– formalise its professional networks (profiles, network map, professional network...),
– Review your skills;
Formalize your career plan:
– Develop a personal and professional strategy in the short term (for immediate occupational integration after the Bachelor or further studies) and in the longer term (Validating Experience (VAE), Private Sector Employee Training Personal Account (CPF), lifelong learning, etc.)
Take ownership of the process and adapt to different types of recruitment:
– Update professional communication tools (CV, cover letter, digital professional identity, etc.)
– Prepare for different types and forms of recruitment,
– Types: test, group or individual interview, scenario, competition, etc.,
– Forms: school, master's, business recruitment, etc.
The personal and professional project of semester 5 allows the student to:
– Familiarize yourself with and take ownership of the competency framework for level 3 training and its structuring elements,
– Link targeted skill levels, SAÉ and resources to the Semester 5 program,
– To mobilize recruitment techniques in the context of an internship search or an alternance contract.
Links with former students will be privileged and the student will have to build a digital professional identity.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.05
Entrepreneurship

The resource creation of organization consists in showing the different key stages of the creation of a company or an association:
- Design your project by developing a reflection on the added value and implications of the idea (through a business canvas for example);
- Build the project by translating the objectives of a specification into the budget (understanding the bases of the accounting system and its requirements) and understanding the weight of the budget share in the responsibilities of a department head (to address the challenges of budgetary control in terms of an essential tool for steering, argumentation, influence). To do this, it will be important to make an introduction to budget management, to understand and build tools for budget management;
- Communicate about your project to convince using specific communication tools (poster, folder, presentation support);

It may be useful to have a case study carried out in which the creation of a communication project serves as a pretext for the preparation of financial forecasts, explained orally and underpinned by a reasoned dossier.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.02 | Experiencing an entrepreneurial approach
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R5.COMOR.06
Organisation Management and Strategy

Management skills are required in all sectors of activity and are of direct concern to the communicator, either in so far as he may be required to manage his own agency, or more frequently still in his advisory role. He must also be able to articulate his communication strategy with the organizational strategy.
This involves contributing to and supporting the development and implementation of the organization's strategy for, in particular, business development, but also change management (link with the S3 internal communication resource), human resources management, etc. This resource also allows you to acquire skills related to organizational and managerial changes (people, quality approach, etc.) according to the expected objectives. In particular, we will be able to focus on external and internal strategic diagnostics, SWOT, business or corporate strategic methods, or more specifically for the communication sector, the management of a global brand internationally.
Intended Competencies:
- Understand and evaluate an organization's overall strategy by conducting internal and external environmental analysis, building and presenting strategic directions, and developing and disseminating the roadmap;
- Knowledge of the tools for steering the overall strategy of an organization: control, analysis and adjustment of the strategy according to intermediate results, monitoring of projects and adaptation of objectives according to performance, and steering the various strategic players of the company;
- Coach and lead all teams (individual and collective).

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.01 | Designing a mechanism for cultural or scientific mediation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R5.COMOR.07
Recommendation and Brand - 1

The objective of this resource is to understand the economic and symbolic nature of the brand in order to develop relevant and/or innovative communication strategies to manage the brand in a qualitative and communicational perspective. This approach should allow the student to understand all the dimensions of a creative marketing and communication approach specific to the "brand content" domain. Thus a first dimension is that of studies and audits of the brand (notably the notion of brand identity) with the dimensions of applied semiology that it comprises (Analysis of signifiers: shapes, colours, design, typography, etc.; Examination of the underlying ideologies and the signified: figures and values conveyed); This work involves engaging work on economic intelligence (economic intelligence issues for a brand). Finally, relationship marketing skills are also discussed (identification of the key factors for the success of the customer relationship and the sources of value for the customer, first approach to the diagnosis of a company's customer strategy).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.02 | Experiencing an entrepreneurial approach
– SAÉ 5.COMOR.03 | Build a sensitive communication strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R5.COMOR.08
Specific Communication Tools

Students must be able to identify and differentiate communication tools according to the type of partnership envisaged. After discovering the challenges and practices of organizations in terms of sponsorship, digital partnerships and with influencers (in particular, the strategic and legal constraints), it is a question of knowing how to choose the most appropriate device according to the various communication objectives of organizations and to implement it.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.01 | Designing a mechanism for cultural or scientific mediation
– SAÉ 5.COMOR.03 | Build a sensitive communication strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R5.COMOR.09
Advanced Business Communication

The resource focuses on the relational issues of the commercial relationship as well as team management.
The following points may be addressed:

- Distinguish the client and its scope of responsibility;
- Identify the employees of the client team, situate them in their hierarchical line and their validation process;
- Adapt its interpersonal communication to economic issues and different roles between customer manager, development manager (commercial), project manager and executor and subcontractor;
- Know how to prepare and master his or her own words and those of his or her client (if applicable) in front of target audiences, journalists and influencers;
- Know how to identify ethical issues and position oneself in an honest and authentic way;
- Be able to respect, during daily and occasional transactions, the ethical postures of its interlocutors;
- Know how to position oneself in the face of gifts from suppliers and with regard to market issues, loyalty and fairness.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.COMOR.02 | Experiencing an entrepreneurial approach
– SAÉ 5.COMOR.03 | Build a sensitive communication strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.10.FA
Associations and Communication

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.10.FI
Communication of start-ups

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.11.FA
SEO and Web indexing

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.12.FA
Developing a Media Plan

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.11.FI
Managerial and interpersonal communication

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.12.FI
Crisis and Communication

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.13
Sociology of Companies and Organisations

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.COMOR.14
Quantitative Survey Techniques Among Audiences and Organizations

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.05
Literature, Arts and Sciences: an International Perspective

This resource is in a progression on 2 levels and proposes to strengthen the knowledge in literature, art, science and SHS of students. This semester, it adopted an international perspective in literature, arts and sciences.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.MLP.02 | Designing a cultural project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.06
Editorial Market and Supply Strategy

This resource aims to make students autonomous in the management of the assortment in bookshops, in the construction of an editorial or heritage offer strategy, in the implementation of a documentary policy (specialized collection, heritage collection, written heritage, etc.).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.MLP.02 | Designing a cultural project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.07
Professional Writing - Upgrade

Professional writings: technique of editorial enunciation (argumentation, reading notes, fourth cover), notices, notes, < favourites >, brochures of information to the public.
Training for written competition tests, briefing note.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.MLP.02 | Designing a cultural project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.08
Mediation and Communication

Objective: to develop and implement a communication strategy for media and non-media: communication plan, target, means, Swot, media, mediaplanning, press relations.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.MLP.02 | Designing a cultural project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.09
Professional Practice and Tools

The objective of this resource is to master the use and technique of dedicated tools and professional methods: Integrated Library System (ILS), indexing- cataloging, library management software, referencing, data management, reading-correction, editorial techniques, interoperability, etc.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.MLP.02 | Designing a cultural project

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.10
Audiovisual and Digital Production

Objective: acquisition of techniques (production, capture, editing, sequencing) related to the production of digital content, still or animated images for different media (sites, blogs, social networks) and different objectives (promotion, promotion, audiovisual content: digital video clips, podcast, etc.)

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.MLP.02 | Designing a cultural project

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.11.FA
Digital Publishing

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.11.FI
Computerized Documentation

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.MLP.12
Operational Management Control

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.PUB.05
Creative Advertising (multi-media) / Storytelling

Creative Advertising (multi-media). It will be a matter of knowing the principles that structure the advertising creations according to the media in which they will be broadcast so as to think of variations of the same strong idea effectively and coherently. Beyond the variations, the student will apprehend in a heterogeneous way the media presence of a brand.
Storytelling. Ability to conceive a story, a narrative that precedes or accompanies an argument, so as to contextualize it, stage it, give it meaning and coherence; ultimately trigger an emotion.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.PUB.01 | Create a brand file

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.PUB.06
Image and Web (Level 4 - AV, DTP, Web) / Motion et Sound Design

Depending on the progression established in year two of the Bachelor (R4.PUB.11 - Design (level 3 - DTP) & Webdesign), it will be necessary to study the missing elements.
Audiovisual (Level 4). Principles of frame-by-frame animation. Frame-by-frame animation in image editing software Keyframe animation in dedicated software Import and cut existing videos Assemble mashups using simple software (iMovie, Openshot, Shotcut) or not Transitions of shots, cuts and sound-image editing Simple special effects with green background (real or from image editing software) Export, file formats Capture/formats for social networks.
DTP (Level 4). Digital creation of documents intended for printing and distribution in paperless form (sites, social networks, newsletter, etc.); Knowing the operation of a vector drawing software, being able to realize a logotype, pictograms to be inserted into a document Design and produce professional documents, from the presentation of a rought to be presented to the client up to the format sent for printing, for example Knowing how to highlight his graphic creations in the context of a professional presentation (mockup) or the search for an internship, a job (book, portfolio) Use advanced features of DTP software.
Web (Level 4). Managing a web project, from writing specifications to developing a site under the appropriate CMS (Wordpress or other). It will also involve: deepening the HTML and CSS language (creating a lansing page) rework the layout of a site create content that meets technical constraints.
Motion and Sound Design. Both creative and technologist at the cutting edge of his field, the sound designer must respect the specifications and deadlines imposed by the customer/advertiser. With ears on the lookout for new trends and a vast audiovisual culture, he must find THE sound that will sell a product, change the image of a brand or make an unforgettable game.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.PUB.01 | Create a brand file
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.PUB.07
International Advertising/ Specific Campaigns

International Advertising. This resource can be used to study the advertising discourse of different countries in relation to the languages studied (English, Spanish, German, etc.) in order to build a solid advertising culture. It will also be for the student to question the international advertising practices and to cross them with the Cultures and advertising trends studied elsewhere.
Specific Campaigns. This resource will be an opportunity to observe how advertising is constitutive of specific campaigns from a thematic point of view (public, institutional, territorial, political, etc.), technical (choice of a format, a particular and exclusive tool, etc.) or media (choosing an exclusive medium, a particular event, etc.).

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.PUB.01 | Create a brand file
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.PUB.08
360° Communication Strategy

This will involve understanding: the definition of insight, objectives (awareness, image, action), the communication axis, the definition of targets - who and why - in quantitative (demographics) and qualitative terms (sociostyles > values > deep motivations, the definition of the strategic message that is to say the benefit-consumer (empathic approach), the elaboration of the copy-strategy: creative work plan, tone of the communication, the structuring of the media-planning in a 360° logic, multi-channel, that is, mobilizing media and off-media tools without limitation and with originality for an efficient communication mechanism.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.PUB.01 | Create a brand file
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.PUB.09
Advertising CSR

The aim will be to discuss with students the question of the social responsibility of organizations in advertising campaigns, which consider that the choice of words and images in advertising is fully involved. We can propose the presentation of a few campaigns in which brands have either misjudged the impact of words and images, or made CSR a leverage.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 5.PUB.01 | Create a brand file
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R5.PUB.10
Thematic Workshop

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

Second semester course offer, January 2024 to June 2024
Spring-Summer 2023-2024

FLE
French for Foreigners

The university's Language Centre offers exchange students the opportunity to continue learning French in a guided workshop. The teachers offer a weekly meeting of one and a half hours, at all levels, to accompany the participants in their individual approach to strengthen their knowledge and acquire new skills.
Real beginners (A1) can also register for a dedicated course.
List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

Courses of the FIRST-YEAR Bachelor program

SAÉ 2.01
Analyse the evolutions of an info-communicational object

Objectives and professional issues. The objective is to analyse the evolution of an object, a device or an institution related to information or communication, over a long period of time (emerging from the influence of current events and fashion) to identify the avatars, the techniques and the evolution of the uses in the context of a phase of study and investigation, or even of a argumentation of order.
Course content. The aim is to make students aware of societal, economic, political and info-communicational developments (posters, digital platforms, audiovisual media, etc.), the importance of digital technologies in social and cultural mediations, and to make them understand these evolutions from a historical point of view, attentive to usages, to the evolution of practices around these objects, in a logic of advice to a client. To do this, students will be able to combine documentary research and interviews with users or specialists (researchers, professionals).
List of resources mobilized and combined:
– R2.04 | General Knowledge and Humanities
– R2.09 | Digital Literacy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.02
Describe the socio-economic and legal environment of an organization

Objectives and professional issues. The objective is to describe the socio-economic and legal environment of an organization, whether in the public or private sector.
It is a matter of building a panorama similar to that which is imposed on a professional faced with a new organization, whether it is his future employer or a future partner.
Course content. This description will be accompanied by a note indicating how this organization is positioned in its possibly competitive environment and how its structure could evolve.
It is necessary to detail the manner in which the search for information on this organisation and its environment was conducted.
List of resources mobilized and combined:
– R2.01 | Economy
– R2.02 | Labour Law
– R2.03 | Humanities and Social Sciences: Sociology, Psychology, Anthropology, Ethnology, Philosophy...
– R2.05 | English
– R2.06 | Foreign Language 2
– R2.07 | Written and Oral Expression
– R2.08 | Image and Sound
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.COMOR.03
Complete a communication plan

Objectives and professional issues. The objective is to carry out a communication plan with client: company, institution, association, networks or groups...
Course content. This involves experimenting with a communication plan approach, a flagship exercise for the communication manager, articulating strategic skills but also client relations:
– the assumption of the specificities of the client (concretized by the taking or analysis of briefs, and the client relationship if applicable, which includes the presentation and defense of the proposals made);
– the study phase (characterized by an analysis of its needs and that of the positioning of the competition);
– the strictly strategic phase, which consists in drawing up, planning and budgeting an outline of a strategy including possible means (which will not be required to be produced).
List of resources mobilized and combined:
– R2.COMOR.11 | Communication Plan
– R2.COMOR.12 | Consumer Behavior
– R2.COMOR.13 | Graphic Design
– R2.COMOR.15 | Study of Stakeholder Needs
– R2.COMOR.16 | Project Management
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.COMOR.04
Producing an audiovisual chronicle

Objectives and professional issues. The goal is to produce short sequences of native audio-visual content, or social media content, to reflect an event or phenomenon, in French and in a foreign language.
Course content. It is a matter of placing oneself in a content management, community management approach, by carefully studying the positioning, the sequences to remember, the tone to use, in order to editorialize the information to make it pleasant to the public. Possible deliverables: Chronicle of intercultural event (type Eurovision, festivals...), Chronicle of televised event, Chronicle of local event, on site, Podcast, Chronicle radio, Short video, Short report.
List of resources mobilized and combined:
– R2.COMOR.14 | Audiovisual
– R2.COMOR.16 | Project Management
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.MLP.03
Designing an event or mediation

Objectives and professional issues. The aim is to design a cultural event within a structure.
Course content. Based on specific technical knowledge, project management, economics of organizations, mediation/communication, it is a question of responding to a design order of a mediation/mediatization project of an event or cultural institution.
It is necessary to analyze the existing offer and imagine a mechanism of mediation/mediatization adapted to the specific audience of this actor, applying the basic principles of communication.
All proposed editorial variations will be specified.
List of resources mobilized and combined:
– R2.MLP.11 | Socio-economics of Books and Heritage
– R2.MLP.12 | Literature and Cultural History
– R2.MLP.13 | Dedicated Professional Tools and Techniques
– R2.MLP.14 | Customer Relations and Public Reception
– R2.MLP.15 | Project Management
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.PUB.03
Conduct a brand study

Objectives and professional issues. At the request of a sponsor or a fictitious case study, the objective is to conduct a brand study.
Course content. Assess brand awareness and image. Gather brand data. Study the brand's current clientele and produce some projections.
List of resources mobilized and combined:
– R2.PUB.11 | Consumer Behaviour / Data Analysis
– R2.PUB.12 | Market Research, Marketing Studies
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.PUB.04
Conduct an advertising study

Objectives and professional issues. As part of a monitoring of advertising trends and in order to acquire an advertising culture, the objective is to analyse the campaigns produced by an organization according to internal criteria but also with regard to its legal obligations and CSR commitments.
Course content. It is a matter of capturing one or two advertisements, chosen according to criteria (for example an industry, a cause, etc.). Two phases are to follow:

1. Analysis phase of the advertiser's context: current communication strategy, objectives, target, market context, legislative context inherent in the advertising of its product.
2. Advertising description and analysis phase or comparison with other advertising.

List of resources mobilized and combined:
– R2.PUB.15 | Culture and Advertising Trends
– R2.PUB.16 | Advertising Law
– R2.PUB.17 | Project Management
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 2.PUB.05
Telling or convincing through images

Objectives and professional issues. The objective is to communicate through the visual or audiovisual media in order to highlight a product/service/cause on behalf of an organization or brand with the objective of the quality of the production and its correlation with the objectives of the customer.
Course content. The sponsor can be real or fictitious. Three key steps:

- Read and understand the customer request.
- Preparation and production of visual or audiovisual content.
- Editing and formatting of content by DTP tools.

List of resources mobilized and combined:
– R2.PUB.13 | Copywriting
– R2.PUB.14 | Image and Web
– R2.PUB.15 | Culture and Advertising Trends
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

STAGE
Internship S2

Objectives and professional issues. The 2 to 4 weeks internship is designed to allow the student to:
– anchoring learning, whether we mean by this the understanding of the dynamics structuring organizations, and within them, the information-communication processes, or the understanding of the missions assigned to the different actors;
– perform simple production tasks in a real environment;
– observe the policies and strategies within which its ad hoc contributions are embedded;
– learn how to adapt their behaviour to professional contexts and situations;
– develop, by refining, his professional project.
List of resources mobilized and combined:
– R2.10 | Personal and Professional Project
Assessment methods: internship report

3 ECTS

PORTFOLIO
Portfolio S2

Objectives and professional issues. This semester, the portfolio approach will assess the student in his process of acquiring level 1 of the skills of the first year of the Bachelor, and in his ability to demonstrate this by mobilizing evidence argued and selected. The student will have to engage in a reflexive posture and critical distancing consistent with the degree of complexity of the targeted skill levels, while relying on all the scenarios proposed in the framework of the SAÉ of first year.
Course content. Taking any form, literal, analog or digital, the portfolio approach can be conducted in the framework of workshops during which the student will retrace the individual trajectory that was his during the first year of the Bachelor to the prism of the reference framework while adopting a posture conducive to an analysis distance and integrative of all SAÉ.
List of resources mobilized and combined:
R2.10 | Personal and Professional Project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

R2.01
Economy

This resource makes it possible to present some economic problems that arise in developed countries with a market economy: source and sustainability of economic growth, Place of the State and the market in economic regulations, regionalization and internationalisation of trade, dynamics of economic inequalities...
This resource will provide the tools to understand the current economic situation and the environment in which organizations develop their activities.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.02
Labour Law

To give students the legal bases necessary for the full exercise of their citizenship and their understanding of the professional world.
It will deal with the essential notions of law, the national and European official texts (constitutions, laws, framework laws, orders, individual administrative acts...), as well as the specificities of labour law within organizations (contracts, right to training, relevant legal bodies...).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.03
Humanities and Social Sciences: Sociology, Psychology, Anthropology, Ethnology, Philosophy…

This second level of the resource makes it possible to deepen with the students some concepts from the humanities and social sciences that today innervate the theoretical and practical foundations of information and communication. In addition, it will be possible to stress a little more with the learners on the methodologies specific to some of these disciplines (interviews, observations, analyses of content, experimentation), so that they can test the scientific approach, understand it and also confront it, in a critical perspective, to some of the founding principles of practices related to the different business lines targeted by the diploma (marketing techniques for analysing customer satisfaction, preparatory interviews in the context of audit phases, persona cards, etc.).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.04
General Knowledge and Humanities

With the aim of a better understanding of their social and cultural environment, it is a matter of opening the reflection to knowledge that is attached to intellectual and cultural productions that make humanity's own.
The objective is to develop the general culture of students.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.01 | Analyse the evolutions of an info-communicational object
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.05
English

In a first stage, we upgrade and then strengthen the basics of English at the phonetic, lexical or morphosyntactic level in order to increase the ability to communicate effectively and with ease, both written and oral, both in the private sphere and in a professional environment.
This resource continues by developing the ability to communicate correctly, the emphasis is on speaking.
This resource also addresses the cultural aspects of English-speaking countries.
Knowledge of the socio-cultural realities of the target language countries will also be discussed and deepened in order to integrate the intercultural dimension in the communicational approach, while acquiring the basics of professional vocabulary.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.06
Foreign Language 2

At first, we upgrade and then strengthen the bases of the target language (German, Spanish, Italian...) both phonetic, lexical or morphosyntactic to increase the ability to communicate effectively and with ease, both written and oral, both in the private sphere and in a professional environment.
This resource continues by developing the ability to communicate correctly, the emphasis is on speaking.
This resource also addresses the cultural aspects of the countries concerned by the target language.
Knowledge of the socio-cultural realities of the target language countries will also be discussed and deepened in order to integrate the intercultural dimension in the communicational approach, while acquiring the basics of professional vocabulary.
Available Foreign Language 2: German, Spanish or Italian.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.07
Written and Oral Expression

This resource addresses the editorial principles of current professional writing.
It makes it possible to report a professional experience (internship report) and to understand communication situations in order to build an effective oral or written.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.08
Image and Sound

First approach to sound-image multimedia production.
Awareness of the composition of the image in connection with the analysis of the images. Initiation to shooting (framing, depth of field).
Initiation to sound recording and sound-image editing.
This is all used to carry out a main project and cross-cutting projects. One way to address this question may be:

- Framing and composition for image analysis and shooting,
- Description and analysis of various pictorial works and current photos,
- Shooting: framing and depth of field,
- Digital image from sensor to file (Raw, matrix and vector formats),
- Recording sounds. Methods, equipment and formats,
- Handling sounds: crop, filter, export...,
- Mount images and sound. Use “simple” software.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.02 | Describe the socio-economic and legal environment of an organization
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.09
Digital Literacy

This resource aims to present the evolutions, continuities and disruptions induced by the use of digital. It allows us to understand the social, political and philosophical issues related to the development of digital information and communication technologies, especially on the issues of traces (or memory), digital identity, interactions, ways of creating and sharing.
It should make it possible to discuss the possibilities and limitations of these technical tools and devices, and thus contribute to the development of responsible and ethical use of them.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.01 | Analyse the evolutions of an info-communicational object
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.10
Personal and Professional Project

The first-year PPP will aim to:
Take ownership of the PPP approach: self-knowledge (interest, curiosity, aspirations, motivations), support students in defining a personal strategy allowing the realization of the professional project:
– Develop a reflexive and introspective approach (so as to discover one's values, qualities, motivations, knowledge, know-how, know-how) through, for example, one's experience and interests,
– To place the student in a prospective approach in terms of future, wish, motivation for a study project and/or professional,
– Learn the reflexive process (know how to question and analyze your experience);
Appropriate the training:
– Reference skills and associate them with the reality of the field,
– Prepare your internship and/or your apprenticeship and/or your international journey,
– Discover the trades and know the territory,
– Project oneself in a professional environment;
Discover the trades and know the territory:
– Make the link with the business lines (ROME sheets – Article 1 Association),
– Market opportunities by territory,
– Enterprise pools, enterprise networks, locations,
– Identify the business lines related to the training, analyse its main characteristics; Project oneself in its professional environment,
– Codes, practices and corporate culture,
– Integration of social codes at the France, Europe level to open up to cultural diversity, openness to socio-economic globalization,
– Build your professional network: discover networks and raise awareness of digital identity;
The personal and professional project of semester 2 will allow the student to:
– Link targeted skill levels, SAÉ and resources to the program each semester;
– To mobilize recruitment techniques in the context of an internship search or an alternance contract.
Various modalities can be implemented, ranging from business surveys to meetings with professionals, including visits to organizations or participation in conferences.
Links with former students will be privileged and the student will have to build a digital professional identity.
List of related Learning and Assessment Situations (SAÉ):
– STAGE | Internship S2
– PORTFOLIO | Portfolio S2
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.COMOR.11
Communication Plan

Through reflection on the communication of an organization, students learn to:
- define the framework for a communication problem,
- produce studies on clients/audiences/users and the sector,
- produce a recommendation including an analysis of the needs of the organization, the positioning of the competition, a strategic orientation and ideas of means.

This allows them to:
- to try to speak to convince and produce a first recommendation file,
- to propose information and communication tools relevant to the context and objectives of the communication,
- identify and distinguish target audiences specific to each category,
- Identify the various information and communication tools used in organizations.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.COMOR.03 | Complete a communication plan
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.COMOR.12
Consumer Behavior

Consumption can be understood in its individual and collective dimension.
This resource focuses on purchasing paths, individual variables, lifestyles, habits, obligations, social representations and types of influences related to mass consumption.
Various models based on a multidisciplinary approach (sociology, psychology, economics, marketing, neuromarketing...) make it possible to understand consumer behaviour, based on theories, surveys and case studies.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.COMOR.03 | Complete a communication plan
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.COMOR.13
Graphic Design

This resource allows to know the graphic chain and its actors, from the design to the final production of a document intended for printing or distribution in digital form (websites, social networks, newsletter).
It is about knowing standards and infographic techniques. The use of specialized DTP software (for editing, illustration, layout) will give rise to various graphic creations based on technical, professional and cultural knowledge (logotypes, pictograms, posters, flyers, etc.).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.COMOR.03 | Complete a communication plan
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R2.COMOR.14
Audiovisual

This resource aims to empower students to design and produce simple video and audio clips:
- Be able to choose the equipment according to the project as defined by the specifications (image, sound, lighting),
- Be able to define in advance the technical and aesthetic challenges of the project, carry out the required locates by proceeding to
- Tests (sound and image), and carefully prepare the distribution of tasks within the team in order to make the most of the filming time,
- Shooting and sound in the studio and outdoors,
- Move by comparing the material filmed or recorded with the original intentions, in order to revise them if necessary, in compliance with the specifications,
- Master the main features of professional or pre-professional editing software.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.COMOR.04 | Producing an audiovisual chronicle
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R2.COMOR.15
Study of Stakeholder Needs

As part of the development of a communications plan, whether it is the work of an internal communications officer within the organization or an agency, the communication and culture audit phase preceding the development of the customer brief involves understanding the client's needs, establishing contacts with all stakeholders involved in the project (service providers, public bodies, prospects, sales teams, etc.).
This resource aims to provide students with the tools to:
– Establish an audit of the company's market, its business model, identify its key activities, distribution channels, resources, partners, be able to correctly describe its offer;
– Dialogue with all project stakeholders using tools that facilitate their understanding (empathy map, persona sheets, interviews, focus group, questionnaires, participating observations);
– Establish a corporate culture audit.
Participation in junior communications agency activities and projects: Hélice.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.COMOR.03 | Complete a communication plan
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R2.COMOR.16
Project Management

The resource approaches project management from a methodological perspective.
The aim is to learn how to work in project mode, to identify the actors (client, project manager, steering committee, etc.), resources and constraints (costs, deadlines, performance).
It makes students aware of the importance of group dynamics (motivation, involvement, crisis management) to create a synergy allowing continuous improvement of project mode work.
Students will be invited to formalize the steps of their collective work, for example following the following steps:
– Planning (identification and prioritisation of tasks, identification of different types of links between tasks, definition of times),
– Use of project optimization tools,
– Budget approach (initiation).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.COMOR.03 | Complete a communication plan
– SAÉ 2.COMOR.04 | Producing an audiovisual chronicle
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)
6 ECTS

R2.COMOR.17
Introduction to Event Management

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.MLP.11
Socio-economics of Books and Heritage

The development of a cultural offer involves different actors and organizations, participating in the same ecosystem, in the actual production of this offer or in its availability to audiences and users.
Taking the ecosystem into account aims to show the links and interdependencies between these actors and organizations.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.MLP.03 | Designing an event or mediation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.MLP.12
Literature and Cultural History

The objective of this resource is to understand the cultural offer by providing contextualization elements and historical references. The literatures are approached in their historical as well as contemporary anchorage. They are thought through the literary currents and the systems of ideas to which they belong.
They can also be approached from the point of view of literary analysis (analysis of a work and its reception, apprehension of a literary current, definition of a genre, etc.). Cultural history covers various resources: the history of books, the history of heritage, public history, the history of arts, sciences, and ideas.
The history of the book will address the evolution of the book and its uses. It aims to acquire a historical culture of books, from papyrus to digital.
The history of heritage, arts, sciences and ideas will address the main currents of thought and the history of human societies through in particular the notions of heritage and heritage processes; new museology and introduction to the history of artistic and scientific currents.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.MLP.03 | Designing an event or mediation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.MLP.13
Dedicated Professional Tools and Techniques

Based on an understanding of the issues at stake and of documentary management, the aim is to present to students the specific tools that contribute to the specific "professionalism" of the cultural fields (libraries, bookstores, publishing houses, heritage structures).
Students will have to be able to identify, use and analyze several of these tools and techniques, such as indexing and cataloguing techniques according to library or museum standards, the valorization of editorial metadata (Electre database), or the use of library management software.
The choice of the tools and techniques presented will be made in coherence with the greater deepening of the specificities specific to one or more business lines of the book and heritage proposed by each institution, to teach students to know and use professional tools specific to one or more professions (websites, catalogues, databases, etc.), as well as to situate them in the global environment of book and heritage professions.
Depending on the occupational specialty(s) selected. – Documentary languages in their diversity (pre-corded, post-coordinated documentary language; Dewey classification, UDC with some practical examples of indexing; Rameau indexing - simple presentation without waiting for a practical mastery of indexing) - SIGB: free and paid bibliographic database, library and museum management tools catalogues, editorial databases
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.MLP.03 | Designing an event or mediation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.MLP.14
Customer Relations and Public Reception

The objective of this resource is training in the reception of audiences: customers or users.
This includes all communication and/or mediation situations adapted to the sale of books and services related to cultural goods. This resource therefore offers the learning of techniques of sales and reception of audiences, management of customer relations, implementation of mediation strategies.
It also sensitizes students to the diversity of audiences and clienteles. The student learns how to complete a sale and/or how to welcome users.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.MLP.03 | Designing an event or mediation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.MLP.15
Project Management

The purpose of this resource is to understand the value of conducting a constructed project management approach and understand how to format documents for partners:
-provisional budget,
-back planning (GanttProject),
-evaluation process.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.MLP.03 | Designing an event or mediation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.11
Consumer Behaviour / Data Analysis

Discover the different stages of the consumer decision-making process and link them to the operationalization of a marketing strategy.
To shed light on the different concepts through the knowledge of various disciplines (psychology, sociology, economics, neurosciences...) allowing to better understand the consumer, his different factors of influence (media, groups of influence...) and his behaviors.
Identify relevant insights and strategic and operational recommendations from consumer knowledge.
Initiate the analysis of quantitative data with fundamental indicators (percentage, average, standard deviation, median...) collected via surveys, surveys and/or observations.
Initiate the analysis of qualitative data (content analysis) collected via focus groups, individual interviews, etc. Know how to interpret, synthesize and present the data collected.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.03 | Conduct a brand study
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.12
Market Research, Marketing Studies

Know how to differentiate the various sources of information, choose the appropriate methodology to put in place to:
- write a questionnaire, interview/facilitation guide;
- mobilize projective techniques;
- identify the different biases, define a sample, choose the mode of administration... Know how to implement a monitoring technique on a subject of interest.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.03 | Conduct a brand study
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.13
Copywriting

From an insight, a consumer benefit and a promise, find and propose advertising concepts formulated and formulated as a message of an ad hoc campaign.
Ability to recognize and write the different writing elements in advertising communication, know the main techniques of advertising creation, know the different formats.
Ability to write traditional < print> formats (hooks, body copy, brand signature).
Knowledge of trade vocabulary and various editorial elements in advertising.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.05 | Telling or convincing through images
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.14
Image and Web

Principles of frame-by-frame animation:
– Animation image by image in image editing or presentation software,
– Keyframe animation in dedicated software,
– Import and trim existing videos.
Mount mashups using simple software (iMovie, Openshot, Shotcut...):
– Plane transitions, slices,
– Sound-image editing,
– Simple special effects with green background (real or from image editing software),
– Export, file formats,
– Videos for social media.
Digital creation of documents intended for printing and distribution in electronic form (websites, social networks, newsletter...):
– Know how vector drawing software works, be able to make a logotype, pictograms to be inserted into a document,
– Design and produce professional documents through a project,
– Know how to highlight your graphic creations in the context of a professional presentation (Mockup) or the search for an internship, a job (book),
– Use advanced layout software features (direct mail module, table of contents and automatic indexes...)
Managing a web project: drafting of specifications, web project management.
Deepen the HTML and CSS language.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.05 | Telling or convincing through images
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.15
Culture and Advertising Trends

The objective is to present the news of the advertising, communication and media sector.
This approach should make it possible to take stock of the world of advertising and the expectations of the target audiences, to define the trends, the values of today and tomorrow, those based on advertising culture, those emerging, emerging ideas, influences, and movements that are already anchored more sustainably.
The implementation must also be able to encourage students to analyse and set up an informational monitoring, on advertising practices, the territory of brands and well-known campaigns, past and current.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.04 | Conduct an advertising study
– SAÉ 2.PUB.05 | Telling or convincing through images
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.16
Advertising Law

Know the legal framework of advertising: consumer protection and deceptive marketing practices, advertising management (tobacco, alcohol, consumer credit, games... but also National Health Nutrition Program and health messages), advertising regulation (advertising invasion and Evin Climate Bill, comparative advertising, etc.).
Understanding ethical issues and ethical practices in advertising: from criticism of advertising to the concept of advertising ethics facilitating the implementation of ethical practices (ethical charters, codes of ethics, French Professional Advertising Regulatory Authority recommendations, etc.).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.04 | Conduct an advertising study
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R2.PUB.17
Project Management

Project management tools including (i) task definition, planning and flow, resource allocation, (ii) scheduling tools: Gantt chart, (iii) documentation.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 2.PUB.04 | Conduct an advertising study
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

Courses of the SECOND-YEAR Bachelor program

SAÉ 4.COMOR.01
Respond to a client brief (Training)

Objectives and professional issues. The objective is twofold: to produce a communication strategy adapted to a request and to the means defined by the client and to create a strong professional image that inspires confidence in the client.
Course content. The competition of agencies on the basis of a brief is the main method of obtaining budgets of major accounts and public actors.
Given the often very short deadlines, it requires agility, speed and collaborative spirit.
She also asks to know how to adjust her answer to convince at each stage without revealing all her assets, and ensure that the proposed project will be entrusted to the agency that designed it.
The strategic proposal must be included in the framework of a commercial relationship that it is a matter of initiating: putting in shape its presentations (dossier, visual presentation, oral argument) to instill conviction, create a strong professional image that inspires confidence in the client.
Stress management, professional posture vis-à-vis the sponsor as well as competitors are also issues to understand and to master.
After analyzing the client brief, a communication strategy should be developed, some of which should be drafted, and presented in writing and orally to convince the sponsor.
List of resources mobilized and combined:
– R4.01 | Social Sciences and Humanities
– R4.03 | Marketing Intelligence
– R4.COMOR.08 | Digital Communication, Webdesign and Data Management
– R4.COMOR.09 | Customer Relations and Project Management
– R4.COMOR.10 | Communication Strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.COMOR.02
Building a digital communication strategy

Objectives and professional issues. The objective is to build a digital communication strategy by analysing the specificities of the client, defining its needs, its competition and its targets, developing, planning and budgeting a strategic orientation for its digital communication tools (especially social media).
Course content. In order to meet a specification (real or fictitious), the communicator must be able to show a certain mastery of computer monitoring and data aggregation tools, administer content, take into account the particularity of digital tools (instantaneity, mobility and interactivity), animate and moderate Internet communities, and measure the effectiveness of the tools used.
By mobilising digital information and communication technologies, the communicator must set up a web communication strategy for a real or fictitious client.
List of resources mobilized and combined:
– R4.03 | Marketing Intelligence
– R4.COMOR.08 | Digital Communication, Webdesign and Data Management
– R4.COMOR.10 | Communication Strategy
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.MLP.01
Conduct a market survey or study

Objectives and professional issues. The objective is to collect and analyze statistical data as part of a study or survey.
Course content. This involves designing and administering questionnaires and maintenance schedules, deploying interview and maintenance conduct techniques.
Information needs to be synthesized and analysed using data processing and semantic analysis software.
This involves developing a field survey, from the design of the study object to the statistical analysis of the results based on data collected from the selected population.
This survey may be carried out by means of a face-to-face or multimedia paper questionnaire.
Various points are discussed: Analysis of the application, Interviews, literature search, Development of the survey protocol, Sampling, Questionnaire writing, Survey bias, Data collection (pre-test, and final collection), Data processing and analysis of results (flat sorting and cross sorting), Interpretation.
List of resources mobilized and combined:
– R4.02 | Information and Communication Law
– R4.06 | Written and Oral Expression
– R4.MLP.09 | Specific Techniques
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.MLP.02
Respond to an order (Training)

Objectives and professional issues. The objective is to respond to a call for tenders issued by a cultural structure.
Course content. Using concepts derived from the sciences of organizations, project management and specific techniques, but also from knowledge of the cultural environment, the market, targets and means, they are:
- analyse the existing situation,
- to propose recommendations in line with the expectations of the sponsor.

List of resources mobilized and combined:
– R4.02 | Information and Communication Law
– R4.06 | Written and Oral Expression
– R4.MLP.08 | Literature, Arts and Sciences: a Contemporary Perspective
– R4.MLP.09 | Specific Techniques

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.MLP.03
Developing a cultural communication project

Objectives and professional issues. The aim is to develop a print and web communication project based on a cultural event or cultural structure.
Course content. Based on the analysis of the existing site (website, portal, presence on social networks, flyers, newsletters, posters, etc.), recommendations must be made taking into account the target audiences and customers.

List of resources mobilized and combined:
– R4.02 | Information and Communication Law
– R4.06 | Written and Oral Expression
– R4.MLP.09 | Specific Techniques

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.PUB.01
Study a brand

Objectives and professional issues. Based on a real customer brief, the objective is to study the organization, the brand, the products and services offered and the targets to produce a marketing diagnosis, the foundation of the marketing strategy to be developed.
Course content. Based on an actual customer brief, study the organization, brand, products and services offered and the targets to produce a marketing diagnosis, the basis of the marketing strategy to be developed.
The purpose of the job placement is to work as an advertising agency.

List of resources mobilized and combined:
R4.PUB.09 | Marketing (Digital Marketing) / Operational Marketing

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.PUB.02
Implement a communication strategy

Objectives and professional issues. The objective is to achieve an efficient communication strategy (situation analysis and diagnosis, positioning, objectives, targets, etc.).
Course content. Based on a real customer brief, use the marketing strategy developed to determine the problem to be solved through communication and formulate an efficient communication strategy (situation analysis and diagnosis, positioning, objectives, targets, etc.). This will involve proposing an appropriate strategy of means and a balanced budget.
The purpose of the job placement is to work as an advertising agency.

List of resources mobilized and combined:
– R4.PUB.08 | Strategic Planning
– R4.PUB.12 | Strategic Resources / Social Media
– R4.PUB.13 | Budgeting

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.PUB.03
Designing an advertising creation

Objectives and professional issues. The goal is to achieve an efficient creative strategy.
Course content. From a real client brief rely on the communication strategy and the resulting copy strategy to develop an efficient creation strategy.
The deliverables, in their diversity, will be of professional quality both from the point of view of design and production. Creative choices will be systematically justified.
The purpose of the job placement is to work as an advertising agency.
List of resources mobilized and combined:
– R4.PUB.10 | Creation Strategy
– R4.PUB.11 | Design (level 3 - DTP) & Webdesign
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 4.PUB.04
Carry out an advertising communication project

Objectives and professional issues. The objective is to formulate a recommendation and recommendations that will be carried out after validation by the sponsors.
Course content. From fictitious cases or orders issued by organisations from the territory (local, departmental, regional level), this involves producing the diagnostics and analyses necessary to formulate recommendations and recommendations that the sponsors will validate (after possible modifications).
In a 360° communication approach, deliverables will be produced, events organized and content drafted in collaboration with sponsors.
List of resources mobilized and combined:
– R4.PUB.08 | Strategic Planning
– R4.PUB.09 | Marketing (Digital Marketing) / Operational Marketing
– R4.PUB.10 | Creation Strategy
– R4.PUB.11 | Design (level 3 - DTP) & Webdesign
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

STAGE
Internship S4

The trainee contributes to the activities of a department, an organization by responding to the professional needs expressed by the organization, by being supervised by a supervisor of the organization.
The 6 to 10 weeks internship is designed to allow the student to:
– mobilize all academic achievements and professional skills to analyse the problem, propose solutions and report on them;
– strengthen professional know-how and know-how;
– develop professional posture and autonomy;
– strengthen the personal and professional project.
List of resources mobilized and combined:
– R4.02 | Information and Communication Law
– R4.03 | Marketing Intelligence
– R4.06 | Written and Oral Expression
– R4.07 | Personal and Professional Project
Assessment methods: internship report

3 ECTS

PORTFOLIO
Portfolio S4

Objectives and professional issues. In semester 4, the portfolio approach will assess the student in his process of acquiring the levels of skills of the second year of the Bachelor, and in his ability to demonstrate this by mobilizing evidence argued and selected. The student will therefore have to engage in a reflexive posture and critical distancing consistent with the path followed and the degree of complexity of the targeted skill levels, while relying on all the scenarios proposed in the framework of the second-year SAÉ.
Course content. Taking any form, literal, analog or digital, the portfolio approach can be conducted in the framework of workshops during which the student will retrace the individual trajectory that was his during the second year of the Bachelor through the prism of the reference framework of skills and the path followed, while adopting a posture conducive to a distant analysis and integrative of all SAÉ.
List of resources mobilized and combined:
– R4.02 | Information and Communication Law
– R4.03 | Marketing Intelligence
– R4.04 | English
– R4.05 | Foreign Language 2
– R4.06 | Written and Oral Expression
– R4.07 | Personal and Professional Project
– R4.COMOR.08 | Digital Communication, Webdesign and Data Management
– R4.COMOR.09 | Customer Relations and Project Management
– R4.COMOR.10 | Communication Strategy
– R4.PUB.08 | Strategic Planning
– R4.PUB.09 | Marketing (Digital Marketing) / Operational Marketing
– R4.PUB.10 | Creation Strategy
– R4.PUB.11 | Design (level 3 - DTP) & Webdesign
– R4.PUB.12 | Strategic Resources / Social Media
– R4.PUB.13 | Budgeting
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

R4.01
Social Sciences and Humanities

In the second year, this resource will complement the approaches presented in semester 1 and 2, so that the disciplines convened (sociology, psychology, philosophy, anthropology, or any other human and social science) vary and complement each other. The aim will be to provide students with a multidisciplinary scientific culture that will enable them to measure the achievements of this research. They will have to be able to summon them in a rigorous and informed manner, in a critical and reflexive approach, such as when responding to a "client brief", as part of strategic recommendations, or in the construction of any other arguments.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.02
Information and Communication Law

In this resource students will learn how to anticipate and respect the constraints related to the right to image and intellectual property law, apply the rules of the proper use of the Internet and act with knowledge of the procedures for protecting the image of an organization. Concrete examples and cases will be used to better inform the legal issues related to information and communication facing organizations.
Contents: Right to the image; Intellectual property law; Introduction to industrial property law (patents, trademarks, models); Basis of press law; Problematic of the application of law on the Internet.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.03
Marketing Intelligence

At the end of this resource the students will have to be able to understand the informational issues (infobedience, information war...) and economic of the day before, establish an automated monitoring system that is based on an organization's monitoring needs, and analyze the results of that monitoring for dissemination.
To achieve these objectives, students will rely on the different types of business intelligence, define the appropriate semantic field according to the monitoring scope (local, national, international), conduct a sourcing, use monitoring tools (alerts, aggregators, social networks, and curation tools), and will produce a deliverable (summary, infographic...) respecting the right to information.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
– SAÉ 4.COMOR.02 | Building a digital communication strategy
– STAGE | Internship S4
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.COMOR.04
English

Design for Social Change follow up.
List of related Learning and Assessment Situations (SAÉ):
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.MLP.04
English

The Future of Books.
List of related Learning and Assessment Situations (SAÉ):
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.04
English

The Future of Creative Advertising.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.05
Foreign Language 2

This resource allows the acquisition of specific vocabulary and the setting in professional situation relative to the professions targeted by the course.
The main aim here is to put the student in a position to communicate in professional situations relating to the trades covered by the course.
It will be for the student to master the oral presentations and to know how to carry out a meeting in the target language (preparation, discussion, report).
Available Foreign Language 2: German, Spanish or Italian.
List of related Learning and Assessment Situations (SAÉ):
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.06
Written and Oral Expression

It will be a question of knowing how to report a long professional experience (second year internship), analyze it, problematize.
Orally the student must be able to argue and highlight his academic and professional achievements by relying on presentation materials.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.MLP.01 | Conduct a market survey or study
– SAÉ 4.MLP.02 | Respond to an order (Training)
– SAÉ 4.MLP.03 | Developing a cultural communication project
– STAGE.MLP | Internship S4
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.07
Personal and Professional Project

Define your profile, starting from your appetite, your desires and establish your professional choice through your career path:
– Self-Knowledge throughout training,
– Admission procedures (school and company),
– Introduction to information monitoring on a sector of activity, a company, innovations, technologies...,
– What are the different business lines possible with the proposed courses;
Build a professional project(s) by defining a personal strategy for the implementation:
– Identify the business lines associated with the professional project(s),
– Build your training course in line with your professional project(s) (speciality and modality in alternance or initial, reorientation, international, further study, professional integration),
– Discover the plurality of pathways to access a profession: Further studies and pathways in year-two and year-three of the Bachelor (both national than international), Validating Experience (VAE), lifelong learning, entrepreneurship;
Analyse the jobs envisaged: positions, types of organisation, sector, professional environment:
– The professional sectors,
– The businesses representative of the sector,
– What are the possible trades with the chosen path;
Set up an internship search and work placement and related tools:
– Formalise the personal and professional learning acquired from the internship experience (self-knowledge, choice of field and profession/discovery of the world of the company, rehabilitation of work strategies with a view to the 3rd year),
– Support in the search for internships, work placements and student jobs (in connection with training),
– Develop an appropriate professional posture,
– Research technique of internship or apprenticeship: search for an offer, analyze it, develop a suitable CV & cover letter. Prepare for the interview. Develop a methodology for monitoring its procedures,
– Manage your digital identity and e-reputation,
The personal and professional project of semester 4 allows the student to:
– link targeted skill levels, SAÉ and resources to the Semester 4 program,
– to mobilise recruitment techniques in the context of an internship search or an alternance contract,
– to deepen his knowledge of the professional fields and trades associated with the specialty.
Links with former students will be privileged and the student will have to build a digital professional identity.
List of related Learning and Assessment Situations (SAÉ):
– STAGE | Internship S4
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.COMOR.08
Digital Communication, Webdesign and Data Management

In the context of digital communication, it is a question of understanding the techniques for implementing an effective communication strategy on the web and being able to measure the effectiveness of the tools used:
• mobilizing digital information and communication technologies (social media),
• animating and moderating Internet communities (community management),
• using SEO, Internet audience monitoring and analysis tools,
• using data aggregation tools.
Digital communication therefore uses webdesign to offer different content adapted to web support and allowing users to receive information in a clear and understandable way. It is also a matter of strengthening the site ergonomics and taking into account user experiences (UX/UI design).
Data management (data management) participates in this strategy by mobilizing tools to store, manage and disseminate referential data within an organization in order to ensure that the reference data are correctly identified, safe, error-free and of good quality.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
– SAÉ 4.COMOR.02 | Building a digital communication strategy
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.COMOR.09
Customer Relations and Project Management

The resource aims to approach the project from the relational dimensions: the skills of the project manager to be able to involve the different actors of the project, create the conditions for mobilization in the upstream phase of the project (the implementation phase being seen in year-third of the Bachelor).
Methods and skills must be acquired to enable the project manager to develop his relational and communicational intelligence.
Intended Competencies:
– Maintaining the relationship with contributors;
– Maintaining the project manager's levers of action to mobilize;
– Development of the communication strategy with project actors and partners.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.COMOR.10
Communication Strategy

Students must be able to situate the different types of communication (external and internal) as part of a communication audit, establish a strategic communication plan and put in place relevant tools.
An implementation of a communications policy will follow the steps of a communications strategy:
• define a communication strategy;
• define the communication positioning;
• identify communication targets
• choose the communication tools that are appropriate to the strategy;
• establish a dashboard;
• implement an evaluation of communication actions.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
– SAÉ 4.COMOR.02 | Building a digital communication strategy
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.COMOR.11
Storytelling and Digital Communities

The module objective is to learn how to build a good story and tell it in a way that connects people emotionally. We're all Storytellers. But what makes a story great?
The skills include describing a story and learning to build one from a rough idea, studying the structure of a story, the importance of words and directing, and knowing how to pitch a story to make it attractive.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
– SAÉ 4.COMOR.02 | Building a digital communication strategy
– STAGE | Internship S4
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.COMOR.12
Public and Political Communication

Global vision and approach to communication actions specific to public and political organizations. Discover local or national public institutions, public institutions, NGOs, large associations, political parties. Development of the professional field of political, public and public communication. The shift from the task of traditional information and the construction of the political image to the awareness of the need for public debate and the implementation of local communication.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.COMOR.01 | Respond to a client brief (Training)
– SAÉ 4.COMOR.02 | Building a digital communication strategy
– STAGE | Internship S4
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.MLP.08
Literature, Arts and Sciences: a Contemporary Perspective

This resource is in a progression on 2 levels and proposes to strengthen the knowledge in literature, art and science of students.
At S4, she will be able to adopt a contemporary perspective and deal with subjects related to the current art, science or literature.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.MLP.02 | Respond to an order (Training)
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.MLP.09
Specific Techniques

In-depth study of specific techniques that address issues of material transport, digital circulation, logistics, dissemination and distribution of cultural goods (books, material and intangible works, etc.).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.MLP.01 | Conduct a market survey or study
– SAÉ 4.MLP.02 | Respond to an order (Training)
– SAÉ 4.MLP.03 | Developing a cultural communication project
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.08
Strategic Planning

The strategic planning aims to establish a comprehensive analysis of the socio-economic and cultural context in order to detect, in the market and environment of a brand, a potential development opportunity for its advertiser. It will be for the student to:

- to produce research and analysis (from several sources of information, a monitoring of consumer behaviour) and to analyse socio-economic and cultural trends in order to constitute persona (consumer profiles representative of a target group) and analyse the brand market in order to position it against its competitors;
- develop a brief to the creation by summarizing the context and the stakes of the project in order to reflect on the problem in a disruptive logic leading to the elaboration of a promise that creatives will have to translate into discourse of communication;
- it will also involve following the creative process during its development to ensure that the creative product responds well to the issue of the brief and writing creative biases with the support of the Creative Director;
- build strategic recommendations.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.PUB.02 | Implement a communication strategy
– SAÉ 4.PUB.04 | Carry out an advertising communication project
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.09
Marketing (Digital Marketing) / Operational Marketing

Operational Marketing. Take charge of the development of the direct marketing strategy by contributing to the definition of the commercial policy of external advertising boards. Students will be able to participate in the development of creative advertising concepts (contests, events, TV, digital, etc.) adapted to different media. They will be able to translate and translate a brief into specifications for the expression of needs for the teams involved, based on the creative concept developed beforehand, ensure the steering of the project: budget, execution, negotiation and purchasing.
Webmarketing. The challenges of digital marketing (definition, evolution and current situation).
Digital marketing tools (merchant site or showcase, Trigger Marketing, Programmatic Marketing, web design and X, Adaptive and responsive design, Mobile Marketing, social media and social selling).
Digital marketing strategies (SEO and SEA strategies, affiliation, native advertising, Content Marketing and Inbound Marketing, Growth Hacking, POEM articulation).
Measuring the performance of the digital strategy.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.PUB.01 | Study a brand
– SAÉ 4.PUB.04 | Carry out an advertising communication project
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.10
Creation Strategy

It will be a matter of designing the advertising message of a campaign and proposing concepts broken down into brand messages. It will be necessary to design different advertising messages: declination of messages or scenarios for each medium; organize the elaboration of the different stages of the design of a campaign presented to customers; produce recommendations of sound choices and visuals in line with the positioning of the brand and the objectives; all in close collaboration with the artistic director of the teams carrying out the campaign. The students will be able to ensure the presentation to the customers of the projects/tracks of communication campaigns and to translate the artistic orientation of the creative director or a sales team (mode, support) in order to meet the needs of the customer.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.PUB.03 | Designing an advertising creation
– SAÉ 4.PUB.04 | Carry out an advertising communication project
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.11
Design (level 3 - DTP) & Webdesign

Based on the progression established in Semester 3 (R3. PUB.11 - Image and Web - Level 2), the missing elements will be studied.
Audiovisual (Level 3). Principles of frame-by-frame animation.
Image-by-image animation in image editing software. Keyframe animation in dedicated software.
Import and trim existing videos.
Mount mashups using simple software (iMovie, Openshot, Shotcut) or not. Transitions of planes, cuts and sound-image editing.
Simple special effects with green background (real or from image editing software). Export, file formats.
Creation of recordings/formats for social networks.
DTP (Level 3). Digital creation of documents intended for printing and dissemination in electronic form (sites, social networks, newsletter, etc.).
Know how vector drawing software works, be able to make a logotype, pictograms intended to be inserted in a document.
Design and produce professional documents, from the presentation of a rought to be presented to the customer to the format sent for printing for example.
Know how to highlight his graphic creations as part of a professional presentation (mockup) or the search for an internship, a job (book, portfolio) use the advanced functions of a DTP software.
Web (Level 3). Managing a web project, from writing specifications to developing a site under the appropriate CMS (Wordpress or other).
It will also include:
• deepen the HTML and CSS language (creating a lansing page)
• rework a site layout
• create content that meets technical constraints
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.PUB.03 | Designing an advertising creation
– SAÉ 4.PUB.04 | Carry out an advertising communication project
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.12
Strategic Resources / Social Media

Strategic Resources. Depending on what will have been presented in semester 3, deepen the realization and execution of products and media (all types) of information and communication offline and online: written, audio, visual, audiovisual, video, editing, manufacturing, layout and graphics (multimedia), storyboards, animatics... Students will be able to develop a media-planning aimed at effectively contacting the target.
Social Media. It will be a question of understanding socio-digital networks according to the objectives: increase of the traffic, promotion of image and products, direct or indirect stimulation of sales, etc. and above all of questioning the e-reputation of the brand.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.PUB.02 | Implement a communication strategy
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R4.PUB.13
Budgeting

It will be a matter of being able to draw up a detailed budget for an advertising/360° communication campaign by integrating all direct and indirect costs according to the choices made upstream.
It will also ensure:
– presentation of the web strategy to advertisers: marketing objective, selected web advertising spaces and relationship with the target, budgets broken down according to the medium,
– the development of an agency's commercial relations with advertisers and communication agencies,
– participation in prospecting, definition of specific means of action, and collection of very concrete data to attract prospects,
– negotiation of partnerships with other media.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 4.PUB.02 | Implement a communication strategy
– PORTFOLIO | Portfolio S4
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

Courses of the THIRD-YEAR Bachelor program

SAÉ 6.COMOR.01
Respond to a client brief

Objectives and professional issues. The objective is twofold: to produce a strategic and operational communication recommendation, adapted to a request and to the means defined by a sponsor in a brief, and to defend its proposals before the sponsor.
Course content. The exercise of the agency competition following a call for tenders remains the reference of this Saé.
A. sponsor of national or international scope, or at least anchored in another territory, must be found.
Course of action:
<pre><code> A. Analysis of the advertiser and its environment, means and constraints.
B. Diagnosis
C. The communication strategy
D. The creative strategy
E. Communication Plan</code></pre>
List of resources mobilized and combined:
– R6.01 | Social Sciences and Humanities
– R6.02 | Intercultural Relations and Communication
– R6.COMOR.04 | Recommandation and Brand - 2
– R6.COMOR.05 | Dedicated Communication
– R6.COMOR.06 | Sustainable communication and CSR
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 6.MLP.01
Respond to an order

Objectives and professional issues. The objective is to respond to a call for tenders issued by a cultural structure.
Course content. Using concepts derived from the sciences of organizations, project management and specific techniques, but also from knowledge of the cultural environment, the market, targets and means, they are:
– to analyse the existing situation,
– to propose achievements and/or recommendations related to the expectations of the sponsor and
– implement a device that meets the control.
List of resources mobilized and combined:
– R6.MLP.04 | Literature, Arts and Science: Implementation
– R6.MLP.05 | Professional Writing
– R6.MLP.06 | Fund Management, Knowledge and Valuation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 6.MLP.02
Carrying out a cultural project

Objectives and professional issues. The objective is to carry out a cultural project and to make concrete the action committed and designed.
Course content. On the basis of the design of a cultural project, it is necessary to carry out its concrete realization.
List of resources mobilized and combined:
– R6.MLP.04 | Literature, Arts and Science: Implementation
– R6.MLP.05 | Professional Writing
– R6.MLP.06 | Fund Management, Knowledge and Valuation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 6.PUB.01
Create and defend a brand file

Objectives and professional issues. The objective is twofold: to carry out the exhaustive advertising study of a brand and to pitch in front of the advertiser.
Course content. Unrolled:
– Produce quantitative and qualitative analyses of the brand situation,
– Write the dossier which must be a strategic recommendation (information search, data collection, problematization and treatment);
– Present an oral defence (with support) of the brand file.
The deliverable will be documented, of professional quality, with creations and a media plan.
List of resources mobilized and combined:
– R6.PUB.04 | Creative Workshop/ Media Creation
– R6.PUB.05 | Culture and Trends/ Graphic Design
– R6.PUB.06 | Advertising and Influencers/ International Advertising
– R6.PUB.07 | Strategic Recommendation 360°
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

SAÉ 6.PUB.02
The Big Project

Objectives and professional issues.
Course content.
List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

STAGE
Internship S6

Objectives and professional issues. The third-year internship lasts from 12 to 16 weeks, and covers both execution and design tasks, requiring autonomy and cooperation.
The internship must allow the student to:
– to verify whether he has in fact attained the expertise expected at this stage of his training, that is to say the ability to carry out professional actions by making choices, in a specific context, independently, and in cooperation with other staff, but also to evaluate and adjust its actions;
– to acquire specific skills, whether in trades, techniques or sectors, in relation to previous experience and with a view to employment or further training;
– to integrate its action into a broad policy, strategy and process, by understanding and adapting to the challenges;
– communicate about their actions, whether to collaborate better in a structure, or to enhance their professional skills.
List of resources mobilized and combined:
– R6.01 | Social Sciences and Humanities
– R6.03 | Personal and Professional Project
– R6.COMOR.04 | Recommandation and Brand - 2
– R6.COMOR.05 | Dedicated Communication
– R6.COMOR.06 | Sustainable communication and CSR
– R6.MLP.04 | Literature, Arts and Science: Implementation
– R6.MLP.05 | Professional Writing
– R6.MLP.06 | Fund Management, Knowledge and Valuation
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

PORTFOLIO
Portfolio S6

Objectives and professional issues. In semester 6, the portfolio approach will assess the student in his process of acquiring the levels of skills of the third year of the Bachelor, and in his ability to demonstrate this by mobilizing evidence argued and selected. The student must therefore engage in a reflexive posture and critical distancing consistent with the path followed and the degree of complexity of the targeted skill levels, while relying on all scenarios proposed in the third-year SAÉ.
Course content. Taking any form, literal, analog or digital, the portfolio approach can be conducted in the framework of workshops during which the student will retrace the individual trajectory that was his during the third year of the Bachelor.
the prism of the competency reference system and the path followed, while adopting a position conducive to a distant and integrative analysis of all SAÉ.
List of resources mobilized and combined:
– R6.01 | Social Sciences and Humanities
– R6.02 | Intercultural Relations and Communication
– R6.03 | Personal and Professional Project
– R6.COMOR.04 | Recommandation and Brand - 2
– R6.COMOR.05 | Dedicated Communication
– R6.COMOR.06 | Sustainable communication and CSR
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

R6.01
Social Sciences and Humanities

This resource makes it possible to present and deepen concepts and notions indispensable to the knowledge of the contemporary world and its social and societal issues.
This will shed light on the issues related to information-communication and deepen the concepts already developed in the first and second years. This will also recap the bulk of the content for the incoming gateways.
The approaches can be crossed: sociological, psychological, philosophical, anthropological, or any other human and social science.
List of related Learning and Assessment Situations (SAÉ)::
– SAÉ 6.COMOR.01 | Respond to a client brief
– STAGE | Internship S6
– PORTFOLIO | Portfolio S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.02
Intercultural Relations and Communication

This resource deepens that of the same name of semester 5 with the discovery of the culture of a group, that is to say the set of characteristics that distinguish its members from those of another group.
This definition covers both visible manifestations – behaviours, language, artifacts – and invisible signs – norms, values, basic assumptions or beliefs.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.COMOR.01 | Respond to a client brief
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.03
Personal and Professional Project

Self-awareness and professional posture (related to years 1&2)
– Use your internship to improve your professional posture,
– formalise its professional networks (profiles, network map, professional network...),
– Review your skills.
Formalize your career plan
– Develop a personal and professional strategy in the short term (for immediate occupational integration after the Bachelor or further studies) and in the longer term (Validating Experience (VAE), Private Sector Employee Training Personal Account (CPF), lifelong learning, etc.)
Own the process and adapt to different types of recruitment
– Update professional communication tools (CV, cover letter, digital professional identity, etc.)
– Prepare for different types and forms of recruitment,
– Types: test, group or individual interview, scenario, competition, etc.,
– Forms: school, master's, business recruitment, etc.
The personal and professional project of semester 6 allows the student to:
– Link targeted skill levels, AES and resources to the Semester 6 program;
– Deepen your knowledge of the professional fields and professions associated with the specialty;
– Mobilize recruitment techniques as part of a job search.
Links with former students will be privileged and the student will have to build a digital professional identity.
List of related Learning and Assessment Situations (SAÉ):
– STAGE | Internship S6
– PORTFOLIO | Portfolio S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.COMOR.04
Recommendation and Brand - 2

The second part of "Recommendation and Brand" builds on the previous one (studies) to explore the different tools of a brand strategy, with a strong focus on digital.
This will allow us to propose
– public relations and digital influence strategy
– webmarketing strategy (SEO, KPI, FB campaign deployment, Google analytics, affiliation, etc.)
– use of data in a webmarketing strategy
...
The resource is a continuation of the "Marketing/webmarketing" resource in the second-year of the Bachelor.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.COMOR.01 | Respond to a client brief
– STAGE | Internship S6
– PORTFOLIO | Portfolio S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.COMOR.05
Dedicated Communication

The objective of the resource "Dedicated Communication" is to distinguish and understand a form of specialized communication: cultural, intercultural, public, territorial.
Cultural communication concerns issues related to cultural mediation and the issues and communication strategies that frame cultural events (political and social dimensions of cultural events, cultural engineering, cultural marketing, mixed third sector/economy, cultural policies, etc.).
Intercultural communication refers to the problems of a communication between cultures (anthropology, ethnology, intercultural communication, intercultural management) and its consequences on the modes and media of communication.
Public communication refers to the issues and means of communication of any institution with a public service mission.
Territorial communication concerns the issues and means developed by various local authorities and local public bodies for the inhabitants of specific territories.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.COMOR.01 | Respond to a client brief
– STAGE | Internship S6
– PORTFOLIO | Portfolio S6

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.COMOR.06
Sustainable communication and CSR

The objective is to understand and understand the challenges and objectives of CSR for an organization. It also involves acquiring the methodology to set up and develop a responsible and sustainable CSR communication that takes into account the external image of the organization and the expectations of consumers.
Specifically, we can:
– address the different communication practices of organizations in relation to the three pillars of sustainable development: environmental quality, economic sustainability, social responsibility (all stakeholders including employees),
– understand the needs of target audiences and the issue of good practices,
– know the different approaches and tools of CSR, their strengths and their pitfalls (legal framework, status of company with mission, but also standards, sectoral self-regulation...),
– pay particular attention to critical points (greenwashing, social washing, etc.).
Thus, the link can be made with the notion of ethics and its role in communication.

List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.COMOR.01 | Respond to a client brief
– STAGE | Internship S6
– PORTFOLIO | Portfolio S6

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.COMOR.07
User Journey and Digital Marketing

List of related Learning and Assessment Situations (SAÉ):

Assessment methods:

6 ECTS

R6.COMOR.08.FA
Online Studies and Surveys

List of related Learning and Assessment Situations (SAÉ):

Assessment methods:

6 ECTS

R6.COMOR.08.FI
Commercial Relationship

List of related Learning and Assessment Situations (SAÉ):

Assessment methods:

6 ECTS

R6.COMOR.09
International Media Literacy and Environmental Communication

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.MLP.04
Literature, Arts and Science: Implementation

This resource is in a progression on 2 levels and proposes to strengthen the knowledge in literature, art, sciences and humanities and social sciences of students.
For this semester, students will be able to apply their acquired knowledge to:
– analyze a market or increase a fund,
– to place a work in the field of literature and heritage, to link it to an artistic, literary or scientific movement, to a genre or an era.
– judge its relevance in a global offer and in a national or international development strategy.
In addition to strengthening their knowledge, this semester will be an opportunity to put these achievements into practice in connection with the SAÉ attached.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.MLP.01 | Respond to an order
– SAÉ 6.MLP.02 | Carrying out a cultural project
– STAGE | Stage S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS

R6.MLP.05
Professional Writing

Deepening the work done in the resource of the same name in the THIRD-YEAR Bachelor program.
Professional writings: technique of editorial enunciation (argumentation, reading notes, fourth cover), notices, notes, < favourites >, brochures of information to the public. Training for written competition tests, briefing note.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.MLP.01 | Respond to an order
– SAÉ 6.MLP.02 | Carrying out a cultural project
– STAGE | Stage S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS

R6.MLP.06
Fund Management, Knowledge and Valuation

The objective of this resource is to deepen specific funds in the field of books and heritage.
It is about learning the techniques of highlighting and contingencies: marketing, cultural agenda, scenography, distribution, on-distribution, sales journal, order, representative appointments, long tail, niche markets, ...).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.MLP.01 | Respond to an order
– SAÉ 6.MLP.02 | Carrying out a cultural project
– STAGE | Stage S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS

R6.MLP.07.FA
Distribution

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS

R6.MLP.07.FI
Management and Relational Communication

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS

R6.PUB.04
Creative Workshop/ Media Creation

Creative Workshop. On the basis of a real or fictitious advertiser brief, analyze the situation of a sponsor and formulate a strategic (marketing and communication), creative and operational recommendation.
In semester 6, this resource aims at cross-cutting mobilization and concrete implementation of both theoretical (analysis, diagnosis, design) and technical skills (creation of media, mastery of DTP software, audiovisual production). This workshop is intended to further develop students' ability to work in teams, to divide tasks, to manage a communication plan, and to produce deliverables (written and oral) of professional quality in limited time.
Media Creation. This resource will be able to confront the student with the question of the declination (or not) of an advertising message according to the media, the media and the formats chosen upstream following strategic choices (marketing, communication, means and creativity).
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.PUB.01 | Create and defend a brand file
– STAGE | Internship S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.PUB.05
Culture and Trends/ Graphic Design

In the continuity of the work undertaken in year-one and year-two of the Bachelor, this resource will help to strengthen the advertising culture of the student and continue to raise his awareness of the necessary information monitoring to identify emerging ideas movements, Influences and movements already anchored more sustainably.
In direct connection with the SAÉ, it will also be necessary to define with precision the territory of the brands and the notorious campaigns, past and current but also the underlying graphic identities.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.PUB.01 | Create and defend a brand file
– STAGE | Internship S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.PUB.06
Advertising and Influencers/ International Advertising

Advertising and Influencers. Influencer marketing is a major tool for brands and this resource will make it possible to study the triptych brand, advertising, influencer - an influencer being understood as an "opinion leader" present mainly on the web and in particular on socio-digital networks. It will be a matter of identifying the different possible partnerships between the different actors.
International Advertising. In the continuity of semester 5, (R5.PUB.07), this resource will allow to study the advertising discourse of different countries in connection with the studied modern languages (or other languages) in order to further strengthen the advertising culture of the student. It will also be for the student to question the international advertising practices and to cross them with the Cultures and advertising trends studied elsewhere.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.PUB.01 | Create and defend a brand file
– STAGE | Internship S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.PUB.07
Strategic Recommendation 360°

In the continuity of the workshops set up in year-one and year-two of the Bachelor, it will always be a matter of identifying a strong consumer benefit and translating it into artistic orientations by relying on a creative duo (CR or DA). It will be a matter of already demonstrating an ability to animate teams of creative, strategic planners, teams at the heart of the process of producing ideas, creative concepts and their justifications, all in a 360 logic, that is, assuming that there are potentially many ways to effectively reach the target.
List of related Learning and Assessment Situations (SAÉ):
– SAÉ 6.PUB.01 | Create and defend a brand file
– STAGE | Internship S6
Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

R6.PUB.08
Data Mining in Advertising

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

UE2A05
International Media

The Future of the News. This class provides a global overview of the current media landscape and looks at issues such as media consolidation, the decline in sales, readership and viewership in the mainstream print media, citizen and participatory media, the culture of connectivity and news consumption in the digital age.
The class, which starts with the screening of the documentary "Page One: Inside the New York Times" (2011), aims at developing media literacy among students in order to acquire the ability to evaluate and analyze media and develop a toolbox of relevant and trustworthy news sources.
Media Literacy. This class provides a global overview of the current media landscape and examines such issues as media consolidation, the decline in readership and viewership in the mainstream media, the culture of connectivity and new patterns of media consumption in the digital age.
The class aims at developing media literacy among students in order to acquire the ability to evaluate and analyze a wide range of media outlets and develop a toolbox of trustworthy and creative news sources.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

UE3A09
The Basics of Branding Strategy

Brand– basics and definitions. Brand equity management: Product branding, corporate branding, territorial marketing (producer's point of view). Media brands – epitomizing1 brand extension. Brand content and storytelling in the digital age.
List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

6 ECTS

SAÉ 2.MLP.01

…

Objectives and professional issues. The
Course content. It is
List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

3 ECTS

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS

List of resources mobilized and combined:

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

2 ECTS

List of related Learning and Assessment Situations (SAÉ):

Assessment methods: continuous assessment (homework, in-class examination, group projects and/or individual projects,…)

4 ECTS