

Exchange semester: Fall

PARIS CAMPUS

SUBJECTS	ECTS	PERIOD
Module Communication	8	Fall
<ul style="list-style-type: none"> ▪ Communication & Media Law ▪ Event Communication ▪ Journalistic Writing ▪ Media Relations 	2 2 2 2	
Module Creativity	5	Fall
<ul style="list-style-type: none"> ▪ Copy Writing ▪ Graphic Design ▪ Photographies in Communication 	1 2 2	
Module Marketing & Digital	5	Fall
<ul style="list-style-type: none"> ▪ Digital Marketing ▪ Marketing 2 	2 3	
Module Strategy & Project	5	Fall
<ul style="list-style-type: none"> ▪ Case study (battle) ▪ Communication Strategy ▪ Project Management 	2 3 2	
Module Personal development	5	Fall
<ul style="list-style-type: none"> ▪ Debate in English ▪ News: Decryption & Analysis ▪ Personal Branding 	2 2 1	
CORE MODULES		
Advertising Culture	6	Fall
Creativity & Innovation	6	Fall
Cross Cultural Communication	2	Fall
Digital Transformation & Digital Marketing	6	Fall
Fashion Communication	2	Fall
French Culture	6	Fall
French language – beginner /false beginner	6	Fall
Interpersonal Communication	2	Fall
Introduction to the web	2	Fall
Marketing fundamentals	2	Fall
Video Editing	2	Fall
Video Project	2	Fall

English Track

BORDEAUX CAMPUS

Subjects	ECTS	PERIOD
Module: Advertising creation	6	Fall
<ul style="list-style-type: none"> ▪ Artistic Direction ▪ Strategic Planning ▪ Talk Show Creation ▪ Graphic Design 	2 2 1 1	
Module: Brand Strategy	6	Fall
<ul style="list-style-type: none"> ▪ Brand Content ▪ Brand Identity ▪ Marketing ▪ Masterclasses 	1 2 2 1	
Module: Communication Strategy	6	Fall
<ul style="list-style-type: none"> ▪ Event Communication ▪ International Media Relations ▪ Public Relation & Lobbying ▪ Wine & Luxury Communication 	1 2 2 1	
Module: International	6	Fall
<ul style="list-style-type: none"> ▪ Business English ▪ Cross Cultural Communication ▪ International Communication Strategy ▪ International Personal Branding 	1 2 2 1	
Module: Management & Projects	6	Fall
<ul style="list-style-type: none"> ▪ Battle ▪ Management & Agility ▪ Start up & Innovation 	3 1 2	

Exchange semester: Spring

English Track

PARIS CAMPUS

Subjects	ECTS	PERIOD
Module: Communication	10	Spring
▪ Case Study "Big Battle"	3	
▪ Internal Communication	2	
▪ Political & public Communication	2	
▪ Media Sociology	1	
▪ Crisis communication	2	
Module: Creativity	4	Spring
▪ Storytelling	1	
▪ Creative Strategy	2	
▪ Web Serie	3	
Module: Digital	8	Spring
▪ CMS	2	
▪ Digital project	2	
▪ SEO & Content strategy	1	
▪ UX Design	2	
▪ Web Design	1	
Module: Marketing & Business	4	Spring
▪ RSE Communication	1	
▪ Marketing	2	
▪ Data protection and intellectual property	1	
Module: Personal Development	4	Spring
▪ Business English	1	
▪ Masterclasses	1	
▪ Media Training	1	
▪ Public Presentation	1	

<u>SUBJECTS FOR INTERNATIONAL STUDENTS</u>		
Advertising Culture	6	Spring
Creativity & Innovation	6	Spring
Cross Cultural Communication	2	Spring
Digital Transformation & Digital Marketing	6	Spring
Fashion Communication	2	Spring
French Culture	6	Spring
French language – beginner /false beginner	6	Spring
Video Project	2	Spring