

LIST OF SUBJECTS FALL 2021



Module	Subject	Subject ECTS	Module ECTS
Communication Strategy	Media Relations Strategy	2 ECTS	6 ECTS
	Public Relation and Lobbying	2 ECTS	
	Event Communication	1 ECTS	
	Wine and Luxury Communication	1 ECTS	
Advertising Creation	Artistic direction	2 ECTS	6 ECTS
	Strategic planning	2 ECTS	
	Talk show creation	1 ECTS	
	Graphic design	1 ECTS	
Brand Strategy	Marketing	2 ECTS	6 ECTS
	Brand content	1 ECTS	
	Brand identity	2 ECTS	
	Masterclasses	1 ECTS	
Management & Projects	Start-up	2 ECTS	6 ECTS
	Management and Agility	1 ECTS	
	Battle	3 ECTS	
International	International Personal Branding	1 ECTS	6 ECTS
	International Communication Strategy	2 ECTS	
	Cross Cultural Communication	2 ECTS	
	TOEIC preparation	1 ECTS	
			30 ECTS