

_ ACADEMIC EXCHANGE SEMESTER
_ FROM SEPTEMBER 2024 TO DECEMBER 2024

MY PROGRAMME

2024-2025 ACADEMIC YEAR

_ INTERNATIONAL COMMUNICATION
_ BACHELOR 2RD YEAR | ENGLISH TRACK

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BACHELOR 2 | 2ND YEAR | MARKETING & COMMUNICATION | INTERNATIONAL COMMUNICATION ENGLISH TRACK

		CODE	COURSE	DESCRIPTION	HOURS	ECTS
UE 21 Personal development	UC 211 Languages	ISC_B2-MC-EN-UC211-0	French as a Foreign Language	This course is dedicated to International/ Exchange/ Erasmus students wishing to study French as a foreign language.	15	6
	UC 212 General Culture	ISC_B2-MC-EN-UC212-0	French Culture	This course is dedicated to International/ Exchange/ Erasmus students wanting to explore French culture and heritage, looking at politics, gastronomy, art, cinema, and many other topics. What impact has French culture had on the world at large? How is it represented and communicated to the public? What about the Parisian myth or the "French chic"? Are these clichés reality or fiction? Are they used in communication & marketing still?	15	6
		ISC_B2-MC-EN-UC212-1	General culture/Pop Culture	The study, discussion and analysis of important past and present social, cultural or political events. Pop culture through the ages from the 1950s until today and its impact on society.	7,5	1
	UC 213 Soft skills	ISC_B2-MC-EN-UC213-1	Professional attitude	The objective of this course is to strengthen the understanding of appropriate professional attitudes and behaviours in the workplace. Students will learn how to develop a mature professional attitude, manage their emotions effectively, and gain self-confidence. Through role-playing and a series of interactive modules, participants will learn how to adopt a positive and appropriate professional attitude.	15	2
UE 22 Professional development	UC 221 Professional environment	ISC_B2-MC-EN-UC221-1	Economic and legal environment of the company (BLENDED COURSE)	The objective of this course is to enable students to acquire knowledge of the economic and legal environment in which companies operate. They will become familiar with key vocabulary and concepts.	15	2
	UC 223 Strategic skills	ISC_B2-MC-EN-UC223-1	Marketing	The course aims to deepen the fundamentals of defining and implementing a marketing strategy and its action plan. The main objective of this course is to master a structured methodology in order to be able to develop an effective marketing plan to stand out from the competition and anticipate risks.	15	2
		ISC_B2-MC-EN-UC223-2	Methodology of strategic recommendation	The course aims to master the methodology of recommendation (situation analysis, communication strategy, creative strategy and means strategy) in order to carry out a coherent and justified approach and to respond with relevance to an advertiser's request.	15	2
	UC 224 Business application	ISC_B2-MC-EN-UC224-4	Work management	Tips on how to better manage your work. Their application will be evaluated as part of the project management lesson.	3	0
		ISC_B2-MC-EN-UC224-7	Practice of Generative AI (BLENDED COURSE)	This informative and interactive module allows students to understand the fundamentals of generative AI while acquiring practical skills directly applicable in their future careers (practical exercises in creating texts and images with AI).	7,5	1

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	UC 225 Personal initiatives	ISC_B2-MC-EN-UC225-1	Creative Talents Track*	Voluntary participation in creative briefs allowing students to explore and develop their creativity in different areas. This option is very useful for profiles interested in a creative career because the creations produced enrich their portfolio.	0	0
UE 23 Professional integration	UC 231 Professional Simulation	ISC_B2-MC-EN-UC231-1	Project management in communication (BLENDED COURSE)	How does one manage a communication project from A to Z, from the initial brief to the end-result and everything in between? Here students will learn how to be excellent project managers which will not only serve them in their future jobs but also in their group work at school.	9	2
		ISC_B2-MC-EN-UC231-2	Business adventure (BLENDED COURSE)	Exercise aimed at raising students' awareness of entrepreneurship (creation of start-ups, products, etc.). At the end of the 3 days of the game, students present their project in front of a jury composed of professors, entrepreneurs, and professionals from the concerned sector.	6	3
		ISC_B2-MC-EN-UC231-3	Business case – Digital (BLENDED COURSE)	After receiving a brief from a "client" (an agency or an advertiser) at the beginning of the week, the students work in groups and are coached to respond to the problem submitted. At the end of the week, they present their work to the "client". Then the "client" debriefs the student services. And finally, like a masterclass, he presents his own recommendation, or his action taken.	10	2
			Business case - Strategic planning & Advertising (BLENDED COURSE)		10	2

*Optional course

The column "HOURS" indicates the number of hours spent on face-to-face or online learning for each course. Be aware that work in autonomy, project work and teamwork are done in addition to the indicated hours in this document.

UC - Bloc of courses

UE - Bloc of skills

Blended course : the course takes place in the classroom face-to-face but with additional individual or group work outside the classroom (group work or individual)