

_ ACADEMIC EXCHANGE SEMESTER
_ FROM SEPTEMBER 2024 TO JANUARY 2025

MY PROGRAMME

2024-2025 ACADEMIC YEAR

_ INTERNATIONAL COMMUNICATION
_ MBA 4TH YEAR | ENGLISH TRACK

iSCOM X YOU

		CODE	COURSE	DESCRIPTION	HOURS	ECTS
UE 41 Personal development	UC 411 Languages	ISC_M1-CI-EN-UC411-0	French as a Foreign Language	This course is dedicated to International/ Exchange/ Erasmus students willing to study French as a foreign language	15	6
	UC 412 General Culture	ISC_M1-CI-EN-UC412-0	French Culture	Students will 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		ISC_M1-CI-EN-UC412-1	Sociology & Insights	The course firstly addresses elements of sociology, some essential historical references and some essential authors to understand the approach. Then in an applied sociology approach, different trends or sectoral approaches are studied in order to create a bridge between the theory and its applications to the marketing and communication professions.	15	2
UE 43 Professional development	UC 421 Professional environment	ISC_M1-CI-EN-UC421-1	International relations	The objective of this course is to give a glimpse of international environment, geopolitical context in which brands have to operate.	15	2
	UC 422 Theoretical knowledge	ISC_M1-CI-EN-UC422-1	New Marketing Techniques	Gone are the days when brands could talk down to consumers and send blanket messages to one and all. Nowadays Brands have to be more intelligent to converse and engage with consumers to create loyalty. In this course, students will be looking at new marketing techniques which mix technology and consumer behavior analysis- how can we use data to employ methods such as predictive marketing to pre-empt the consumer's next move? How can analyse brain activity to see what pleases and displeases consumer? Students will learn about these new techniques but also be encouraged to imagine what will come next.	15	2
		ISC_M1-CI-EN-UC422-2	International law	Communication law governs the legal frameworks surrounding various forms of communication, including broadcasting, telecommunications, and digital media. It addresses issues such as freedom of speech, censorship, privacy, and intellectual property rights. Communication law often intersects with other areas of law, such as media regulation, internet law, and constitutional law.	15	1
	UC 423 Strategic skills	ISC_M1-CI-EN-UC423-1	Strategic Planning & Consumer Insight Mining	Here students will learn about consumer trends - how to track and forecast them - decryption and decoding techniques Understand the various data sources - for example understand market studies, social listening, sales figures, benchmarking, etc. Teaching and implementation of insight mining techniques - how to transform the learnings into strategies, ideas or concrete actions - how will they solve a business problem. They will have projects where they have to analyse the consumer, brand, category and culture in the broader sense - ex: each team is given a brand / sector problem- they have to propose a solution.	15	1

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">UE 43 Professional development</p>	<p>UC 423 Strategic skills</p>	<p>ISC_M1-CI-EN-UC423-2</p>	<p>Brand development strategy (HYBRID COURSE)</p>	<p>In this module students will learn in a hybrid manner. They will follow an online course on the Brand in all its wonderful complexity as well as having in class lessons and a specific graded exercise called a Brand Review where they have to identify a sector and analyse 3 leading Brands, using what they have learnt in their online course.</p> <p>The Brand is a platform which creates great value for a company, it is both essential and inspiring. In this course you'll approach the "Brand" as a marketing and communication tool in itself, understanding how strategic its creation, development and management are for any business. Students will also study 4 sectors and how Brands navigate within them- places & territories, luxury, entertainment & culture and gastronomy</p> <p>This module is intended to transmit the tools of analysis and brand creation, from traditional tools such as PESTEL and SWOT, to specific models such as the Brand Fingerprint, the Brand Identity Prism and the Brand Platform.</p>	<p>35</p>	<p>2</p>
		<p>ISC_M1-CI-EN-UC423-3</p>	<p>Development of innovative concepts</p>	<p>Students will make observation of consumer attitudes, case studies, analysis of design thinking in order to develop new uses and innovative marketing techniques.</p>	<p>15</p>	<p>2</p>
	<p>UC 424 Business application</p>	<p>ISC_M1-CI-EN-UC424-1</p>	<p>International Media</p>	<p>Students will be expose to the most powerful media in different countries and continents and what makes them so influential. We will look at the ownership as well as see different media consumption habits in different cultures and the reasons for this consumption.</p>	<p>15</p>	<p>2</p>
		<p>ISC_M1-CI-EN-UC424-2</p>	<p>Global Brands that changed society</p>	<p>Disruptors. Rebels. Visionaries Could we imagine a world without Easyjet, Uber, IKEA, Starbucks, Llme, Tesla, Deliveroo, McDonald's, Netflix, Airbnb, Wework and many other? These Brands broke the mold. They transformed the way we live on a global level. They changed global habits and consumption. They became part of our language. They made life easier. They made the inaccessible, accessible...</p> <p>Here we look at how they disrupted the market, their strategy, their ambition, their methods and their impact on society and consumption.</p>	<p>15</p>	<p>2</p>
		<p>ISC_M1-CI-EN-UC424-4</p>	<p>NGOs communication</p>	<p>Students will analyse the different techniques used by NGOs in their communication. Whether it be to raise awareness, collect funds or recruit volunteers, we will study famous case studies and current campaigns.</p>	<p>15</p>	<p>1</p>
		<p>ISC_M1-CI-EN-UC424-5</p>	<p>Global CSR champions</p>	<p>CSR strategy and implementation (Corporate and Social Responsibility) has become part and package of a company's functioning in 2023, and there are some companies leading the way. In these lessons we'll look at companies across the globe who are innovators in the domain whether that be through: developing sustainable products and practices; addressing employee rights; or investing in local or international causes and initiative.</p>	<p>15</p>	<p>2</p>

UE 43 Professional development	UC 424 Business application	ISC_M1-CI-EN-UC424-6	PAO (advanced) or VIDEO production	Nowadays young graduates have to be multi-taskers and even if you prefer strategy to artistic direction you will most likely need some graphic and video skills for your assignments, internships and first job. Learning how to use Photoshop, InDesign and Illustrator as well as video montage tools is therefore essential, and these lessons aim to give you a good grasp of graphic design/video tools which will be extremely helpful for you in school and for the rest of your career.	15	2
		ISC_M1-CI-EN-UC424-7	Best-of current digital activations	Students will be shown award-winning digital campaigns and will analyse them as well as seeking out innovative campaigns from across the world. The how and whys of their success will be studied as well as looking more generally at what works best nowadays in the digital communication landscape.	15	2
	UC 425 Personal initiatives	ISC_M1-CI-EN-UC425-1	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 destined for a creative career because the creations produced enrich their portfolio.	0	0
UE 43 Professional integration`	UC 431 Professional Simulations	ISC_M1-CI-EN-UC431-1	Local Professional Challenge (PR)	Students will work in teams on a specific brief from a real client.	28	4
		ISC_M1-CI-EN-UC431-2	National Professional Challenge	Students from different ISCOM campuses will work in teams on a specific brief from a real client.	35	4
		ISC_M1-CI-EN-UC431-3	Brand Crisis Communication Game	Crisis communication strategy is of paramount importance to a company or an individual. In this course students will learn how to protect and maintain a company's or individual's reputation by learning different crisis communication techniques, applying them to various case studies.	35	3
		ISC_M1-CI-EN-UC431-4	Innovation Marketing Hackathon	Application of marketing concepts learned and development of the marketing strategy. A client presents his brief to the students, who carry out field work and then create a project per group. The angle of the game is oriented towards marketing, retail experience, trade.	14	2
	UC 433 Professional project	ISC_M1-CI-EN-UC433-2	Communication Forum (HYBRID COURSE)	Inspiring communication and marketing professionals come to ISCOM for three days to share their knowledge and experience through conferences, lectures, and workshops in English & French. Tens of events are on the agenda and every year the theme changes to be in harmony with the latest trends and hot topics!	14	0

*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

Hybrid : teaching mainly followed on SEIRA an online learning platform with some face-to-face support (often introductory and/or intermediate and/or final session)