

iSCOM

**INTERNATIONAL
GLOBAL COMMUNICATIONS**

PROGRAMME GRANDE ECOLE

HIGHER INSTITUTE FOR COMMUNICATIONS AND ADVERTISING

1st YEAR PROGRAMME

	ECTS Semester 1	ECTS Semester 2	TOTAL ECTS / Course
UE 1 HUMANITIES AND SOFT SKILLS			
General Culture	1	3	4
Culture Week	-	3	3
Current Events	2	1	3
Writing Skills	2	2	4
Soft Skills Workshops	1	1	2
International Legal Systems	-	1	1
Macro-economics	1	-	1
Introduction to Management	-	1	1
TOTAL	7	12	
UE 2 MARKETING, COMMUNICATIONS, CREATION			
Marketing Foundations	2	-	2
Branding Foundations	-	1	1
Communication Foundations	1	-	1
The Digital Revolution	-	1	1
Creative Process	1	-	1
Graphic Design Phase 1	2	2	4
Creative Break	2	-	2
Visual Identity	-	2	2
Brand Sagas	-	2	2
History of Marketing and Advertising	-	2	2
Mass Media History	-	1	1
Introduction to Social Media	-	2	2
TOTAL	8	13	
UE3 PROFESSIONALSATION & JOB CULTURE			
Professional Project *	0	-	0
Challenge 24 hours	2	-	2
1st week Team Building *	0	-	0
Ideation/Critical Thinking Methodologies	2	3	5
Communication Monitoring/Spheres	2	2	5
Professional IT tools	1	-	1
Community & Citizenship Volunteering (optional)	-	1	1
Internship	8	-	8
TOTAL	15	5	
ELECTIVE COURSE			
French as a Foreign Language	1	1	2
Advanced English Learning	1	1	2
Foreign Language (Chinese, German, Spanish, Arabic)	1	1	2
TOTAL	3	3	
TOTAL WITH ELECTIVES	33	33	66
TOTAL WITHOUT ELECTIVES	30	30	60

* For these courses, attendance is mandatory. However, students are not assessed. Therefore no ECTS credits are awarded.

2nd YEAR PROGRAMME

	ECTS <i>Semester 3</i>	ECTS <i>Semester 4</i>	TOTAL <i>ECTS / Course</i>
UE 1 HUMANITIES & SOFT SKILLS			
Intercultural Communication	-	1	1
TOEIC preparation	1	-	1
Pop Culture in the 20th & 21st centuries	-	2	2
General Culture	1	-	1
Writing for the web/SEO	1	2	3
Soft Skills Workshops	1	2	3
Communication Law	1	-	1
Introduction to Micro-economics	-	1	1
Law & Technology	-	2	2
	TOTAL	5	10
UE 2 MARKETING, COMMUNICATION, CREATION			
Digital and Mobile Marketing	1	-	1
New Media Platforms	-	2	2
Advertising Communications	1	-	1
Corporate Communications	-	2	2
Graphic Design	1	2	3
Printing Process	2	-	2
Web Design	-	2	2
Digital Brand Environment	2	-	2
International and Global Brands	-	1	1
Media & Society	1	-	1
Media Planning	-	1	1
Interactive Media Strategies	-	2	2
	TOTAL	8	12
UE 3 PROFESSIONNALISATION & JOB CULTURE			
Project Management	1	2	3
Personal Branding & Professional Project / International week	2	-	2
Ideation/Critical Thinking Methodologies	-	3	3
Challenge « Back to School »	2	-	2
Challenge « Les 1ers de la Com »	-	3	3
Internship	12	-	12
	TOTAL	17	8
ELECTIVE COURSE			
French as a Foreign Language	1	1	2
Advanced English Learning	1	1	2
Foreign Language (Chinese, German, Spanish, Arabic)	1	1	2
	TOTAL	3	3
TOTAL WITH ELECTIVES	33	33	66
TOTAL WITHOUT ELECTIVES	30	30	60

3rd YEAR PROGRAMME

	ECTS Semester 5	ECTS Semester 6	TOTAL ECTS / Course
UE 1 HUMANITIES & SOFT SKILLS			
Current Events & Press Reviews/International Relations	2	-	2
Trends & Society	1	-	1
Soft Skills Workshops	1	-	1
Labour Law	1	-	1
Intercultural Management	1	-	1
TOTAL	6	0	
UE 2 MARKETING, COMMUNICATION, CREATION			
Sectorial Marketing	1	-	1
Market Research and Strategic Insights	1	-	1
Consumer Behaviour	1	-	1
PR & Events	1	-	1
Introduction to Semiology	1	-	1
Communication Recommendations	1	-	1
Storytelling	1	-	1
Graphic design – Phase 3	2	-	2
Copywriting / Video & Audio Production	1	-	1
The Importance of Branding	2	-	2
Media Strategy & ROI	1	-	1
Elective Marketing Courses – choose one option*			
CSR – Sustainability	1*	-	1
SEO/SEM/Google Analytics - Data	1*	-	1
Introduction Shopper Marketing	1*	-	1
TOTAL	14	0	
UE 3 PROFESSIONNALISATION & JOB CULTURE			
Personal Branding & Professional Project/International week	1	-	1
1st week Team Building	0	-	0
Marketing Competition	3	-	3
Micro-Agency	5	-	5
Ideation/Critical Thinking Methodologies	1	-	1
International Internship or Academic Exchange Programme	-	30	30
TOTAL	10	30	
ELECTIVE COURSES			
French as a Foreign Language	1	-	1
Advanced English Learning	1	-	1
Other Foreign Languages (Chinese, German, Spanish, Arabic)	1	-	1
TOTAL WITH ELECTIVES			
	33	30	63
TOTAL WITHOUT ELECTIVES			
	30	30	60

3rd YEAR PROGRAMME

	ECTS Semester 5	ECTS Semester 6	TOTAL ECTS / Course
UE 1 HUMANITIES & SOFT SKILLS			
Current Events & Press Reviews/International Relations	-	2	2
Trends & Society	-	1	1
Soft Skills Workshops	-	1	1
Labour Law	-	1	1
Intercultural Management	-	1	1
TOTAL	0	6	
UE 2 MARKETING, COMMUNICATION, CREATION			
Sectorial Marketing	-	1	1
Market Research and Strategic Insights	-	1	1
Consumer Behaviour	-	1	1
PR & Events	-	1	1
Introduction to Semiology	-	1	1
Communication Recommendations	-	1	1
Storytelling – Phase 1	-	1	1
Graphic design – Phase 3	-	2	2
Copywriting / Video & Audio Production	-	1	1
The Importance of Branding	-	2	2
Media Strategy & ROI	-	1	1
Elective Marketing Courses – choose one option*			
CSR Module – Sustainability	-	1*	1
SEO/SEM/Google Analytics - Data	-	1*	1
Introduction Shopper Marketing	-	1*	1
TOTAL	0	14	
UE 3 PROFESSIONNALISATION & JOB CULTURE			
Personal Branding & Professional Project	-	1	1
1st week Team Building	-	0	0
Marketing Competition	-	3	3
Micro-Agency	-	5	5
Ideation/Critical Thinking Methodologies	-	1	1
International Internship or Academic Exchange Programme	30	-	30
TOTAL	30	10	
ELECTIVE COURSES			
French as a Foreign Language	-	1	1
Advanced English Learning	-	1	1
Other Foreign Languages (Chinese, German, Spanish, Arabic)	-	1	1
TOTAL WITH ELECTIVES	30	33	63
TOTAL WITHOUT ELECTIVES	30	30	60

4th YEAR PROGRAMME

	ECTS Semester 7	ECTS Semester 8	TOTAL ECTS / Course
UE 1 HUMANITIES & SOFT SKILLS			
Art, Architecture & Design	1	-	1
Soft Skills Workshop – Phase 4	1	-	1
TOTAL	2	0	
UE 2 MARKETING, COMMUNICATION, CREATION			
New Marketing Techniques	2	-	2
Strategic Planning & Insight Mining – Phase 2	1	-	1
PR & Events	1	-	1
Story Telling & E-reputation	1	-	1
Crisis Communications	2	-	2
B2B Communications	1	-	1
Communication Budgeting	1	-	1
UX Design	1	-	1
Advanced Writing Skills - Challenge	1	-	1
Video & Audio Production - Challenge	1	-	1
Brand & Branding	1	-	1
International Media	2	-	2
Elective Marketing Course – choose one option*			
SEO/SEM/Google Analytics - Data	1*	-	1
CSR Module – Sustainability	1*	-	1
Shopper Marketing	1*	-	1
TOTAL	16	0	
UE 3 PROFESSIONALISATION & JOB CULTURE			
Communication Forum **	0	-	0
Personal Branding **	0	-	0
Back to School Icebreaker Workshop **	0	-	0
Personal Research - Tutored	2	-	2
Personal Research - Written	-	10	10
Personal Research - Oral	-	10	10
Internship / Synthesis of Professional Project	-	10	10
Professional Simulation 1 & 2	2	-	2
Ideation/Critical Thinking Methodologies	2	-	2
Business Game	4	-	4
Crisis Management Challenge	2	-	2
TOTAL	12	30	
ELECTIVE COURSES			
French as a Foreign Language	1	1	2
Advanced English Learning	1	1	2
Other Foreign Languages (Chinese, German, Spanish, Arabic)	1	1	2
TOTAL WITH ELECTIVES	33	33	66
TOTAL WITHOUT ELECTIVES	30	30	60

** For these courses, attendance is mandatory. However, students are not assessed. Therefore, no ECTS credits are awarded.

5th YEAR PROGRAMME

TOTAL
ECTS / Course

UE 1 HUMANITIES & SOFT SKILLS	
Cultural visits - inspirational talks, conferences, debates...	1
Trend Spotting & Analysis	1
Advanced Graphic Design OR Video & Audio production	1
TOTAL	3
UE 2 MARKETING, COMMUNICATIONS, CREATION	
UC 2B- Marketing & Digital Marketing	5
Market Research & Strategic Insight Mining	
Emerging Markets	
Emotional Marketing	
Understanding Business Objectives OR CRM	
UC 2C-Brand management & e influence	4
Social Media & Network Influence	
Global Brands & Brand Culture	
Cultural Communication	
UC 2D- International Communication	2
Intercultural Communications	
Communication & Sport	
Advanced Learning Options – choose one option *	
The Future of Data	2*
CSR – Sustainability	2*
The Future of Shopper Marketing & Journey	2*
TOTAL	15
UE 3 PROFESSIONNALISATION & JOB CULTURE	
Seminar 1 (Marketing Strategy)	2
Seminar 2 (Sustainability)	2
Seminar 3 (The future of Marketing)	2
Seminar 4 (International Event)	2
Seminar 5 (Open innovation/Connected Objects)	2
Audacity Week	2
Welcome Conference	0
Breathe Workshop **	0
TOTAL	12
UE 4 APPLIED PRACTICE & PROFESSIONAL EXPERIENCE	
Synthesis of Professional Experience (written memoire)	10
Synthesis of Professional Experience (oral presentation)	10
Professional Insertion (attendance, motivation & professional implication)	10
TOTAL	30
TOTAL	60

** For these courses, attendance is mandatory. However, students are not assessed. Therefore, no ECTS credits are awarded.

ISCOM

ISCOM Paris | 4 Cité de Londres - 75009 Paris
+33 (0) 1 55 07 07 77 | infos@iscom.fr

iscom.fr

Private higher education professional institution