

ADMISSION

You can start your ISCOM studies directly after the baccalaureate or join us in parallel admission from the 3rd to the 5th year.

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ISCOM

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ISCOM HIGHER
INSTITUTE FOR
COMMUNICATIONS
AND ADVERTISING

INTERNATIONAL EDUCATION PROGRAMMES

iSCOM

YOUR CAREER OUR PROGRAMMES

PROGRAMME TAUGHT IN ENGLISH

INTERNATIONAL GLOBAL COMMUNICATIONS

If you want to work in a multicultural environment, on global communication topics, and be part of an international class, then **International Global Communications** is for you!

Our multidisciplinary programme provides an international approach to brand communications. You will learn about the cultural specificities of the English-speaking world and their mechanisms in place in this field.

Using Anglo-Saxon management methods and communication strategies, students cover all aspects of communications applying digital skills: implement a company's communication plan as well as brand management (internal communications, advertising, public relations ...). **All this combined with real-life briefs!**

Through events like the **Communications Forum, the International Week** and joint exercises with partner universities or activities like the **Marketing Competition or Micro agencies**, you will build an international professional network.

This programme will make you more adaptable and sensitive to different working cultures and environments. These qualities will allow you to work in France but also **anywhere in the world**.

ISCOM works very closely with businesses and therefore our students must complete mandatory internships in every study year. And you will have the chance to do **all your internships abroad** if you wish!

Our team at the **Internship department** is available at all times to guide and advise you in your research.

The 5th year at ISCOM consists of a work-study programme (time share between the school and a company) to help the professional integration of our students. We have a dedicated team at the **Companies & Career department** to assist in finding the right work-study programme for you.

They provide personalised guidance to guarantee the offer matches your professional project. After finishing your 5th year, our team will continue to provide advice to **help you find a job**.

ISCOM has a huge network of business partners that you can benefit from!

UNDERGRADUATE AND GRADUATE PROGRAMMES TAUGHT IN FRENCH

CAREERS IN CONTENT AND CREATIVE ADVERTISING

Crea360

Creative Design Branding

Creation and Digital
Communication

Client Experience,
UX Design

CAREERS IN INFLUENCE AND OPINION

Public Relations Management

Influence Strategy and Event
Management

Employer Branding

Political and Public
Communication

CAREERS IN INNOVATION AND BUSINESS

Marketing and Innovation
Management

Responsible Brand, Sustainable
Development and CSR

Entrepreneurship and Innovative
Communication

OUR PILLARS

PROXIMITY TO COMPANIES AND BUSINESSES

Our link to companies and businesses is strong and essential for ISCOM. It is a win-win partnership: we benefit from having professionals as lecturers, as well as providing real-life briefs for our students. Businesses benefit from dynamic students with creative solutions to their challenges. We are members of the most relevant professional associations which gives us privileged access to communications professionals. We enjoy rich discussions about the latest trends and evolutions of communications. This allows us to adapt and develop our programmes hand in hand with the industry.

INNOVATION AND CREATIVITY

Innovation and creativity are fundamental to all academic disciplines and educational activities at ISCOM. New ideas are everywhere and in communications, students are encouraged to nurture innovation and creativity in all areas of their work. We apply Design Thinking methodology to some of our programmes, in the layout of our spaces and in the approach to communications issues. We offer several programmes that specifically adopt a creative approach to all communications projects.

SUPPORTING THE ENTREPRENEURSHIP SPIRIT

Entrepreneurship is pivotal for economic and social development and at ISCOM, we strongly encourage the business spirit! We have created specific programmes and set up a modern business lab environment to help students develop their ideas and projects.

We work in partnership with local incubators and FabLabs in order to maximise the visibility of our students' projects and allow them to continue even after their studies.

DIGITALISATION

The digitalisation of business has brought a wide range of new skills that students must master. As a result, we have included specific teachings in our programmes that help students develop their digital skills in communications. The different teaching formats used at ISCOM allow students to experience digitalisation in different ways: e-learning courses, coaching sessions and, of course, a fully-equipped campus with the latest technology.

Ten reasons why ISCOM is for you!

1. REPUTATION

ISCOM is a renowned school in the communications field thanks to the quality of its programmes and its extensive alumni network.

2. KNOW-HOW

ISCOM prepares students for the professional world. Employers appreciate the professionalism and adaptability of our graduates.

3. PROFESSIONAL NETWORK

13000 alumni working in all sectors of the communications industry all over the world.

4. PROFESSIONAL TRAINING

Mandatory internship periods. More than 7500 internship and placement offers for our students at the biggest communication agencies and for the best global brands as well as for startups.

5. DIVERSITY OF PROGRAMMES

ISCOM offers 7 specialisations in 3rd year, 10 in 4th year and 13 programmes in 5th year.

6. INNOVATIVE IDEAS

ISCOM constantly develops innovative programmes to include the latest communications, marketing and digital trends.

7. BILINGUAL TEACHING

ISCOM offers special bilingual courses and business competitions taught entirely in English.

8. INTERNATIONAL AWARENESS

Thanks to our English-speaking lecturers and our partnerships with European and other universities, ISCOM prides itself in being an international school. All ISCOM students participate in one or several internships and exchanges abroad.

9. EIGHT CAMPUSES

ISCOM has campuses in 8 of the most beautiful and world-renowned cities in France. The Paris campus is located in the heart of the city in a modern building, next to St Lazare train station and the shopping district of Grands Boulevards.

10. DIVERSITY

ISCOM is proud to welcome students from different cultures and backgrounds who share a common passion for communications.