

12 WEEKS CLASS: FROM FEBRUARY 6TH, TO APRIL 29TH 2023

×5 courses = 30 ECTS credits

×180 contact hours

 \times Site visits, conferences, project implementations

× Included « French as a Foreign Language » (FLE) courses

PROGRAM AVAILABLE FOR STUDENTS IN 1st & 2nd year of bachelor's degree or equivalent



OBJECTIVES

- × Understanding the stakes of social media networks in business and management
- × Knowing how to take into account intercultural aspects in communication (+ intro to French as a Foreign Language)
- × Developing a brand content strategy for a brand based on marketing analysis and KPIs × Design thinking
- × Creating efficient audiovisual and web contents (production, visual identity, film making)

COURSES

SOCIAL MEDIA NETWORKS

- × Social media & community management
- × Omni-channel media strategies

CROSS-CULTURAL MANAGEMENT

- × Intercultural issues in communication
- × French as a foreign language

BRAND CONTENT STRATEGY

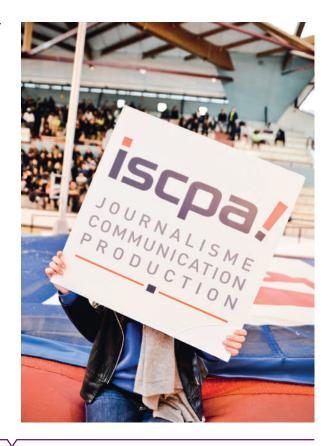
- × Brand identity management
- × Content marketing strategy

AUDIO-VISUAL CONTENT CREATION

- × Publishing softwares
- × Prepare, shoot, edit a film

DESIGN THINKING

× Creativity & Storytelling



PROFESSIONAL MEETINGS





orange™

unicef 😉



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