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— TOULOUSE

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iscpa!

JOURNALISME
COMMUNICATION
PRODUCTION



— HIGHER INSTITUTE OF MEDIA

CONTENT CREATION & SOCIAL MEDIA MANAGEMENT × SPRING SEMESTER

COMMUNICATION & INFORMATION

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

× 5 courses = 30 ECTS credits

× 180 contact hours

× 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

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- ✗ 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



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