



FACT SHEET PARIS CAMPUS ACADEMIC YEAR 2025-2026

INFORMATION ABOUT THE INSTITUTION: ISCPA, SCHOOL OF JOURNALISM, COMMUNICATION AND PRODUCTION

Address	Groupe IGENSIA Education - ISCPA 12, rue Alexandre Parodi 75010 Paris – France
Website	www.iscpa-ecoles.com/linternational/international-programs/
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Erasmus Code	F PARIS 363
Overview	<ul style="list-style-type: none"> • Located in Paris, near the Canal Saint-Martin • Classes taught in French and limited course offerings in English • A selection of courses in Communication, Journalism and Production • A non-profit higher education institution, part of Groupe IGENSIA Education

APPLICATION DETAILS

Nomination deadlines	• FALL: June 1	• SPRING: November 1
Application deadlines	• FALL: June 15	• SPRING: November 15
Language requirements	<ul style="list-style-type: none"> • English: min. TOEFL: 500 PBT, 70 IBT, or B2 (CEFR) • N/A for English native speakers and students from English-taught programs institutions • French: B2 (CEFR) 	
GPA requirement	GPA: minimum 2.5/4.0	
Application process	<ul style="list-style-type: none"> • Home university nominates students by the deadline above • Student fills in the online application form and submits the required documents • Home university and student receive the official acceptance letters (required for the visa application) along with the access to the international intranet where they find all the necessary information (visa, housing, course registration, etc...) 	
Required documents	<ul style="list-style-type: none"> • Online application form • Copy of transcript • Copy of passport/ID card • Passport-sized photo • Motivation letter 	

ACADEMIC CALENDAR

FALL 2025

September 22 - December 12, 2025

SPRING 2026

February 2 - April 26, 2026

ACADEMIC INFORMATION

Study Load per semester	Minimum	25 ECTS (12 US credits required for visa)
	Maximum	30 ECTS (15 US credits)
	Erasmus students = 30 ECTS credits	
Course offerings	www.iscpa-ecoles.com/linternational/international-programs/ 2 international programs available in English (opened if we meet the sufficient number of students) Courses from the Bachelor in Sports and Media (Fall semester only) Courses from the Bachelor in Content Creation and Social Media Management (Spring semester only)	
Course catalog	See Annex	
Academic level(s) offered to Students	Undergraduate (Bachelor)	
Language of instruction	English <i>Other programs are offered in French. Please contact us for more information</i>	
Grading system	Letter grade (A to E). Minimum passing grade to validate a course: C	
Transcript	Emailed approximately 4 weeks after the end of the program	
Tuition fees	4 300 € per semester (N/A for exchange students)	

ADDITIONAL INFORMATION

VISA information	Student VISA compulsory for non-EU countries Depending on requirements from the French Embassy of the students' home country. Please contact your local French Embassy or Campus France. <ul style="list-style-type: none"> • campusfrance.org • france-visas
Insurance (Mandatory)	<ul style="list-style-type: none"> • European Health Insurance Card (European Students) • International Health Insurance (for International Students)
Accommodation Off-campus housing ONLY	<ul style="list-style-type: none"> • Room in a student residence: from 900€ to 1 200€ per month, depending on the residence • Home stays with single occupancy room: from 950€ to 1200€ per month • Studio to rent: from 900€ to 1 400€ per month, depending on the location • Shared apartments: from 700€ to 1 200€ per month, depending on the location
Cost of living	<ul style="list-style-type: none"> • Textbooks and other academic materials: from 200€ to 400€ per semester • Transportation: monthly metro pass (NAVIGO): 88.80€ • Other expenses: www.numbeo.com/cost-of-living/

ISCPA PARIS - COURSE OFFERINGS

NAME OF THE PROGRAM: SPORT AND MEDIA			
Course Unit Code	Course Title	Semester	Credits
TBA	Intercultural Issues in Journalism	Fall	3 ECTS (1.5 US)
TBA	Life & Times of a Foreign Correspondent	Fall	3 ECTS (1.5 US)
TBA	Sport Economy & Media Environment	Fall	6 ECTS (3 US)
TBA	Social Media & Community Management	Fall	3 ECTS (1.5 US)
TBA	Brand Content	Fall	3 ECTS (1.5 US)
TBA	Producing a Televised News Program	Fall	3 ECTS (1.5 US)
TBA	Prepare, Shoot and Edit a Film	Fall	3 ECTS (1.5 US)
TBA	French as a Foreign Language (FLE)	Fall	3 ECTS (1.5 US)
TBA	Publishing Software	Fall	3 ECTS (1.5 US)
		TOTAL	30 ECTS (15 US)

NAME OF THE PROGRAM: CONTENT MANAGEMENT			
Course Code	Course Title	Semester	Credits
TBA	Social Media & Community management	Spring	3 ECTS (1.5 US)
TBA	Omni-channel Media Strategies	Spring	6 ECTS (3 US)
TBA	Intercultural Issues in Communication	Spring	3 ECTS (1.5 US)
TBA	French as a Foreign Language	Spring	3 ECTS (1.5 US)
TBA	Brand Identity Management	Spring	3 ECTS (1.5 US)
TBA	Content Marketing Strategy	Spring	3 ECTS (1.5 US)
TBA	Publishing Software	Spring	3 ECTS (1.5 US)
TBA	Prepare, Shoot, Edit a Film	Spring	3 ECTS (1.5 US)
TBA	Creativity & Storytelling	Spring	3 ECTS (1.5 US)
		TOTAL FALL	30 ECTS (15 US)

iscpa!

JOURNALISME
COMMUNICATION
PRODUCTION

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EDUCATION



INTERNATIONAL PROGRAMS 2025 COURSE CATALOG

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ISCPA SCHOOL OF MEDIA

The ISCPA School of Media is an affiliate school of Groupe IGS, a leader in higher education in France. With campuses in Paris, Lyon, and Toulouse, ISCPA prepares students for careers in the fields of communication, journalism, and production.

The school's approach to learning is based on both theoretical and "hands-on" courses, taught with passion by instructors who are also industry professionals, combined with daily opportunities for application of knowledge through practical cases, real projects, and inter-campus competitions.

Students at ISCPA learn all the techniques associated with media by using professional materials and equipment including recording studios, control rooms, newsrooms, desk-top publishing software, and TV studios.

After graduation, alumni work in the culture industry (TV, cinema, music, video games, and live shows), journalism (TV, radio, press and web), press relations, advertising, event management, media planning, and even digital marketing.

OUR MISSION

The ISCPA School of Media is a journalism school, a communication school, and a production school, all at the same time. Its mission is to prepare students to become responsible and accomplished professionals who possess the knowledge, skills, and abilities needed to successfully pursue challenging and rewarding careers in the media industry.

To accomplish this, ISCPA:

- **offers adapted, relevant curriculum developed with advisory boards made up of industry experts;**
- **values small group sizes, a learn-by-doing approach in the classroom, and practical case applications;**
- **maintains a qualified faculty, made up of many instructors who are highly regarded professionals in their respective fields;**
- **provides cutting-edge educational and technical equipment that corresponds to current industry standards;**
- **focuses on frequent and regular opportunities for professional simulation in the classroom;**
- **has incorporated 3-to-6-month internships every year into all of its programs of study and has also made co-op opportunities available for certain programs.**

OUR VALUES

Over the years, ISCPA has built its reputation on core values that are reflected in its approach to higher education: proactivity, tolerance, commitment, hard work, and recognizing the importance of both technical proficiency and interpersonal skills.

All three fields of expertise at the ISCPA School of Media apply these fundamental values to the development of their individual programs and teaching philosophies. At ISCPA, we strongly believe it is not only possible, but, in fact, preferable, to mix different backgrounds and different professional ambitions, while at the same time sharing the same values within the same school. This diversity makes the ISCPA School of Media truly unique.

GRADING SYSTEM

Students at ISCPA receive a final grade for each course unit they are registered for. The final grade will reflect all of the work they have completed throughout the semester. Evaluations may take various forms including continuous assessment, in-class or take-home assignments, projects, presentations, reports, exams, etc. Attendance to all courses is mandatory and students are expected to participate actively in the classroom.

ISCPA has opted for a grading system based on letters, ranging from A to E, as presented below. Each letter grade corresponds to a numerical value and a level of competency. Additional variants of “+” and “-” may also be used. Please note that for degree-seeking students, a minimum grade of “C” is required to pass any course unit.

LETTER GRADE	LEVEL OF COMPETENCY
A	4 – EXPERT
B	3 – ADVANCED PROFICIENCY
C	2 – AVERAGE PROFICIENCY
D	1 – NOT YET PROFICIENT
E	0 – WELL BELOW PROFICIENCY / NOT ASSESSED

To ensure full academic recognition of the student mobility programs within the framework of Erasmus+ mobility, ECTS credits have been assigned to each course unit taught at ISCPA. Each of the two semester-long international programs outlined in this course catalog corresponds to 30 ECTS credits, not including optional language courses.

INTERNATIONAL PROGRAMS

Being a student today means, of course, earning a degree and preparing for a career after graduation; beyond that, however, it also means having opportunities to meet and work with people from different countries, cultures, and nationalities. Interacting with diverse groups allows for both individual growth and personal enrichment and also provides students with a chance to start building professional networks for the future.

Thanks to the two international programs developed by ISCPA, students from all over the world can spend a semester in Paris while studying in English, experiencing French culture first-hand, discovering the global issues associated with their future professions, and improving intercultural awareness and skills. Both programs combine theoretical courses with conferences led by industry experts, group projects, and targeted field trips and have been designed to give international students a truly unique educational experience.

The first program, Sports & Media, is offered during the fall semester and provides students with a broad overview of the French sports media industry from a business and communication perspective. The spring program, Content Creation and Social Media Management, focuses on the issues involved with social networks and content creation from a business and management perspective. Both programs also provide courses on the more technical aspects of preparing, shooting, and editing film sequences - valuable skills in any media field!

SPORTS AND MEDIA PROGRAM

Paris is a city that loves sports! The French capital hosts major international sporting events every year in tennis, rugby, judo, football, horse racing, basketball, handball, and cycling, and is home to top-notch sports facilities like the Stade de France, Parc des Princes, Stade Roland Garros, and the Accor Arena. In addition to well-known annual events like the French Open, the Paris Judo Grand Slam, the Tour de France, the Six Nations Rugby tournament, and the Paris Marathon that attract hundreds of thousands of visitors to the city every year, Paris is currently preparing for its biggest sports event yet – the 2024 Olympic and Paralympic Games! The ISCPA Sports & Media program has been developed to provide international students with an opportunity to discover the world of media within the sports industry. It is perfect for anyone who is interested in combining a career in journalism or communication with a love of sports! Exploring the real world of media in the field of sports, students go behind the scenes and experience first-hand the coverage of sports events and the creation of brand content.

During the 12-week program, students will take targeted courses taught in English by experienced media and journalism professionals, participate in field trips to major sports venues, and visit specialized sports media channels like L'Équipe TV, BeIn Sports, or RMC Sport. Every week, a different outing is planned for students to maximize their exposure to the industry. One week, for example, students might attend a PSG handball game with VIP seats and then participate in the press conference that follows the team's victory; another week, they will be heading over to the French Football Federation (FFF) headquarters for a meeting with its media team.

The curriculum has been divided into four units that reflect the learning objectives that have been determined for the program and includes the following courses:

Unit 1 - Cultural Awareness	
HUMA225	Intercultural Communication (3 ECTS credits)
PSJO225	Life and Times of a Foreign Correspondent (2 ECTS credits)
Unit 2 - Sports Economy and Media Environment	
PSJO226	Sports Economy and Media Environment (6 ECTS credits)
PSJO229	Writing for Sports Journalism (3 ECTS credits)
Unit 3 - Sports Marketing and Business Events	
COMM275	Social Media and Community Management in Sports (3 ECTS credits)
MKTG281	Brand Content for the Sports Industry (3 ECTS credits)
Unit 4 - Audio-Visual Content Creation	
PSJO227	Preparing, Shooting, and Editing a Film (3.5 ECTS credits)
PSJO228	Televised News Program Production (3.5 ECTS credits)
PSMM280	Desktop Publishing Software (3 ECTS credits)

In addition to this specific curriculum, students are strongly encouraged to register for the French language classes offered at ISCPA in order to benefit fully from everything Paris and life in France has to offer.

CONTENT CREATION & SOCIAL MEDIA MANAGEMENT PROGRAM

Today, there are 4.9 billion active social media users in the world, and the numbers keep on growing! By 2027, an estimated 5.85 billion people will be using social media world-wide. Clearly, social media has revolutionized our lives and the way we communicate with one another. In terms of marketing and advertising, companies and brands from all industries (fashion, beauty, travel, and food, along with culture, sports, and healthcare) are now spending billions of dollars promoting their products on social networks. All types of content creation, whether funny videos, tutorials, series, surveys, or recommendations, must incorporate this new approach to communication. The international Content Creation and Social Media Management program offered during the spring semester at ISCPA focuses on creating relevant and dynamic content for social networks, as well as concentrating on some of the key issues surrounding social media from a business and management perspective. In an international learning environment in the heart of Paris, students will approach social media from multiple perspectives, including multicultural interaction, production, creation, marketing, and strategy.

This 12-week program is made up of classes taught in English by industry professionals, group projects, and field trips to key media companies, communication firms, and top influencer agencies in Paris. In addition, students will also have the opportunity to visit large French companies such as WebMedia, Orange, Carrefour, Louis Vuitton, and TF1 to better appreciate how social media can ultimately be used to leverage company development and performance.

The curriculum has been divided into five units that reflect the learning objectives that have been determined for the program and includes the following courses:

Unit 1 - Cultural Awareness	
HUMA225	Intercultural Communication (3 ECTS credits)
Unit 2 - Social Media Networks	
COMM276	Social Media and Community Management (3 ECTS credits)
MKTG285	Influencer Marketing (3 ECTS credits)
COMM277	Omni-channel Media Strategies (3 ECTS credits)
Unit 3 - Brand Content Strategy	
MKTG282	Brand Identity Management (3 ECTS credits)
MKTG283	Content Marketing Strategy (3 ECTS credits)
Unit 4 - Audio-Visual Content Creation	
PSMM280	Desktop Publishing Software (3.5 ECTS credits)
PSJO227	Preparing, Shooting, and Editing a Film (3.5 ECTS credits)
Unit 5 - Design Thinking	
MKTG284	Creativity and Storytelling (5 ECTS credits)

In addition to this specific curriculum, students are strongly encouraged to register for the French language classes offered at ISCPA in order to benefit fully from everything Paris and life in France has to offer.

COURSE DESCRIPTIONS

COMM275 - SOCIAL MEDIA AND COMMUNITY MANAGEMENT IN THE SPORTS INDUSTRY

ECTS CREDITS: 3

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Fall

COURSE DESCRIPTION

This course will introduce students to the functions of social media and help them explore and master community management strategies. They will also gain in-depth knowledge of various European media and learn how social networks are used as levers of influence and reputation in a communication strategy. In addition, the course will demonstrate how to build and manage the community of a brand in social networks. General knowledge will then be applied to the world of sports through practical case studies involving examples of diverse entities and sport influencers.

LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- understand the ins and outs of community management;
- define digital priorities for a company;
- maximize social media footprint and engagement with all sports;
- increase traffic and awareness;
- use social media platforms for public relations and marketing purposes;
- examine best practices in social media management;
- identify the challenges of Community Management and understand its roles and missions;
- analyze case studies of successful social media campaigns and duplicate those efforts within the sports industry.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, class discussions, and practical case studies exploring community management on behalf of a company, brand, and/or celebrity, for example. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

- **Social Media In Sport: Theory And Practice**, by Gashaw Abeza, Norman O'Reilly, Jimmy Sanderson, and Evan Frederick, 2021.
- **The Evolution of Sports Social Media (Paperback)**, by Aaron Eisman, 2021.
- **Additional relevant articles and on-line resources will be provided by the professor throughout the course.**

EVALUATION

Students will be assessed through practical cases, prepared, analyzed, and presented both individually and in groups.

COMM276 - SOCIAL MEDIA AND COMMUNITY MANAGEMENT

ECTS CREDITS: 3

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Spring

COURSE DESCRIPTION

This course will introduce students to the functions of social media and help them explore and master community management strategies. They will also gain in-depth knowledge of various European media and learn how social networks are used as levers of influence and reputation in a communication strategy. In addition, the course will demonstrate how to build and manage the community of a brand in social networks.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- understand the ins and outs of community management;
- define digital priorities for a company;
- maximize social media footprint and engagement;
- increase traffic and awareness;
- use social media platforms for public relations and marketing purposes;
- examine best practices in social media management;
- identify the challenges of Community Management and understand its roles and missions;
- analyze case studies of successful social media campaigns and how to best duplicate those efforts for various business industries.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, class discussions, and practical case studies exploring community management on behalf of a company, brand, and/or celebrity, for example. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

Relevant articles and on-line resources will be provided by the professor throughout the course.

EVALUATION

Students will be assessed through practical cases, prepared, analyzed, and presented both individually and in groups.

COMM277 - OMNICHANNEL MEDIA STRATEGIES

ECTS CREDITS: 3

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Spring

COURSE DESCRIPTION

In this course, students will learn how to create a brand presence across all channels and platforms. Focus will be put on building a communication strategy and sending the right message to the right market, while at the same time developing efficient online sales channels that are fast and easy to use. Students will also explore and master omni-channel storytelling.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- choose the right channels and tools for a multi-channel communication strategy;
- understand and develop online selling tools that are efficient, fast, and easy to use;
- analyse a market's needs and identify the best channels to build and foster a relationship with consumers;
- define and create the right storytelling for a target audience;
- choose the best channels to convey a brand message.

INSTRUCTIONAL METHODOLOGY

This course is developed through lectures, class discussions and exercises related to the topics being covered.

BIBLIOGRAPHY

- **Omnichannel Marketing: The Roadmap to Create and Implement Omnichannel Strategy For Your Business**, by Shady Ramadan, 2017.
- **The Perfect Conversion Funnel: The Top 9 Funnels Online Experts are Using Today to 2x, 3x, or Even 10x Their Business**, by David Nadler, 2020.
- **Additional relevant articles and on-line resources will be provided by the professor throughout the course.**

EVALUATION

Students will be assessed through practical cases, prepared, analyzed, and presented both individually and in groups.

FREN280 - FRENCH AS A FOREIGN LANGUAGE

ECTS CREDITS: 3 | SEMESTER HOURS: 24 | PREREQUISITE: None | OFFERED: Fall and Spring

COURSE DESCRIPTION

This introductory French course will introduce students to life in France and provide the language skills they need to successfully interact with French speakers during the course of their stay, both at school and in their daily lives. The objective is to master basic French language structures, encourage independence in daily situations, acquire appropriate behavior and know-how, and learn intercultural reflexes. Students will work on all the required skill sets, including oral and written expression, oral and written comprehension, and spontaneous interaction, through the use of various types of authentic documents such as audio excerpts, videos, articles, and/or dialogues.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- understand and use a series of simple expressions to describe themselves, or speak about others, explaining their life, their classes, or their internship in very simple terms;
- participate in a conversation about very familiar subjects that concern daily situations and students;
- use specific terminology appropriate to various situations in daily life.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, discussions, and communication simulations to develop oral interaction. In addition, students will be responsible for grammar and pronunciation exercises in context. Active in-class participation is a requirement for all students.

BIBLIOGRAPHY

Relevant articles and reading material will be assigned by the professor throughout the course. In addition, the following French manuals will be referred to throughout the course:

- **Objectif express 1, Hachette FLE;**
- **Totem 1, Cosmopolite1, Défi1, Hachette FLE;**
- **Vocabulaire progressif du français, débutant complet, débutant. Clé;**
- **Communication progressive du français, débutant complet, débutant. Clé;**
- **DVD Totem, Alter Ego 1;**
- **Français des relations professionnelles;**
- **Grammaire progressive du français débutant. Clé.**

EVALUATION

Continuous Assessment

HUMA225 - INTERCULTURAL COMMUNICATION

ECTS CREDITS: 3 | SEMESTER HOURS: 18 | PREREQUISITE: None | OFFERED: Fall and Spring

COURSE DESCRIPTION

From national culture to sub-cultures, from organizational culture to popular and generational cultures, the leaders of today and tomorrow need to lead with cultural intelligence. This course has been designed to develop students' cultural intelligence, increase their awareness of issues that impact professional success in global intercultural environments, and improve their intercultural communication skills. Students will be introduced to the cross-cultural dimensions of communication and explore multiple cultural issues associated with leadership and organizations. They will gain knowledge of the major models of cultural difference and how to present information successfully to a multicultural audience.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- demonstrate knowledge of the most well-known theoretical models of cultural differences;
- understand how culture impacts an organization in terms of company culture, design, innovation, and change;
- discover the complexity of communication in an intercultural communication exchange and be able to deal with practical aspects of cross-cultural communication;
- recognize the influence of their own cultural situation upon the sending and interpreting of messages and be able to convey a message globally with minimal loss or distortion.

INSTRUCTIONAL METHODOLOGY

Each session will be comprised of 'deep dive' sections (lectures and class discussions) and 'workshop' sections (group-work and presentations). We will build knowledge of intercultural ideas and theories in the deep dive sections. The workshop activities are the opportunity to apply these ideas and theories and develop the skills of intercultural competence. Students are expected to complete all weekly reading assignments and to work independently on personal written project throughout the course. They are also expected to participate actively in every session, contributing questions and/or comments to every discussion, class meeting, or workshop.

BIBLIOGRAPHY

NB: The textbook is just a starting place for this course. We will also be reading selected other material, all of which will be freely available online.

- Moua, M. (2011). **Culturally Intelligent Leadership: Leading Through Intercultural Interactions**. Business Expert Press. ISBN: 978-1-606-49151-5. Available to download for free online at: <http://www.saylor.org/site/textbooks/Leading%20with%20Cultural%20Intelligence.pdf>
- Hofstede, G. (2011). **Dimensionalizing Cultures: The Hofstede Model in Context**. Online Readings in Psychology and Culture, 2(1), 8. <http://scholarworks.gvsu.edu/cgi/viewcontent.cgi?article=1014&context=orpc>
- Bennett, M. J. (1998). **Intercultural Communication: A Current Perspective**. Basic Concepts of Intercultural Communication: Selected Readings, 1-34. Retrieved from: <https://pdfs.semanticscholar.org/ea2e/a5b092b30946b4717595dba81ffb0a24d9ff.pdf>

EVALUATION

60% Oral Presentation - "What's Your Story?" (Individual or Group)

This is a comprehensive presentation of concepts learned, issues defined, and solutions brought to light in 20/30 minutes, highlighting oral communication techniques and public awareness

40 % Personal Project (Individual)

This 5-page analytical report on cultural issues demonstrates the student's understanding of intercultural models and a capacity to identify and clearly express outcomes and resolutions. Topic must be pre-approved by instructor.

COURSE DESCRIPTION

The purpose of this course is to help students understand brand content in general, as well as the essential elements involved in powerful company branding. A brand content manager works closely with the marketing manager and the communication department of a company. His/her role is not only significant in communication agencies, but, more and more often, in the communication departments of advertising agencies also. Students will learn how to associate advertising expertise (i.e., knowledge of the target and its favorite media, an ability to thoroughly understand the challenges of a brand, etc.) with editorial and production know-how (text, video, etc.). General knowledge will then be applied to the world of sports through practical case studies involving examples of diverse sports entities and content

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- **choose the right digital communication media;**
- **create messages and write content (blogs, newsletters, etc.);**
- **manage digital operations including briefs with agencies and interactions with partners;**
- **oversee the implementation of a campaign;**
- **create and develop a website for a brand;**
- **establish a community management strategy and oversee its implementation on main social media platforms;**
- **manage and publish content on various social networks;**
- **run a network and moderate blog comments for bloggers and influencers 2.0;**
- **analyze the effects of a campaign and make recommendations according to the results;**
- **create an action report**

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures and discussions, as well as opportunities for group-work and presentations. Students will build knowledge of what makes a brand content campaign successful by focusing on top campaigns and creative techniques.

Active student participation is vital to successful completion of the course and students are required to prepare thoroughly before each class session by keeping up with assigned readings and working independently outside of class on all projects and coursework.

WEBOGRAPHY

- **Available to download for free online at: <http://www.adage.com>**
- **Available to download for free online at: <https://blog.hubspot.com/agency/branded-content>**
- **Available to download for free online at: <https://youtu.be/yoD8RMq2OkU>**
- **Additional relevant articles and on-line resources will be provided by the professor throughout the course.**

EVALUATION

60% Group Presentation – “Pitching a Brand Content Campaign”

40% Individual Report

All topics must be pre-approved by instructor

CMKTG282 - BRAND IDENTITY MANAGEMENT

ECTS CREDITS: 2

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Spring

COURSE DESCRIPTION

This course will provide students with an overall understanding of brand content and the essential elements for powerful company branding. Students will learn to define a brand identity both historically and visually, and to view it both alone and in relation to its competitors. Emphasis will also be placed on brand storytelling and the importance of creativity and consistency in creating brand identities.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- **define a brand's identity;**
- **analyze the strengths and weaknesses of a brand's identity;**
- **propose a strategy to improve a brand's identity;**
- **create a new visual identity for a brand;**
- **create a rebranding plan with a new name for a firm;**
- **measure the strength of the identity of a brand before and after modifications.**

INSTRUCTIONAL METHODOLOGY

This course is developed by integrating theory with real-world industry case studies and hands-on practical techniques.

Active participation is expected from all students.

BIBLIOGRAPHY

- **Designing Brand Identity, by Alina Wheeler, 2017.**
- **Does Your Brand Care? by Isabel Verstraete, 2021.**
- **Additional relevant articles and on-line resources will be provided by the professor throughout the course.**

EVALUATION

Continuous Assessment for 40%

Study Cases for 60%

MKTG283 - CONTENT MARKETING STRATEGY

ECTS CREDITS: 2

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Spring

COURSE DESCRIPTION

In this course, students will learn to define a strategy and create share-worthy content for a target audience that has been designed to increase visibility and attract visitors to a website.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- **analyze and define a client's needs;**
- **create a marketing strategy;**
- **create engaging content;**
- **convert e-visitors into consumers;**
- **use tools to assess the increase of visibility and sales.**

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, marketing cases, and social media examples. Active student participation is required.

BIBLIOGRAPHY

- **Definitive Guide to Strategic Content Marketing, by Justin Kirby and Lazar Dzamic, 2018**
- **Everybody Writes, by Ann Handley, 2014**
- **The Content Fuel Framework, by Melanie Deziel, 2020**
- **Additional relevant articles and on-line resources will be provided by the professor throughout the course.**

EVALUATION

Continuous Assessment for 40%

Study Cases for 60%

MKTG284 - CREATIVITY AND STORYTELLING

ECTS CREDITS: 4

SEMESTER HOURS: 30

PREREQUISITE: None

OFFERED: Spring

COURSE DESCRIPTION

This course will provide an in-depth look at the role of creativity and storytelling in social media. Students will learn how to engage viewers with content, by drawing them into a specifically designed world. Additional emphasis will be placed on the importance of creating empathy and a desire to connect with a brand or product and how to help viewers identify with a product on an emotional level to turn them into loyal customers.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- analyze the identity of a brand;
- create imaginative content to invent or improve pre-existing storytelling;
- analyze markets and define the expectations of target group(s);
- proactively participate in producing the best storytelling for a brand or a product;
- identify what attracts consumers and turns them into buyers.

INSTRUCTIONAL METHODOLOGY

In addition to in-class lectures and discussion, this course is also developed by allowing students to experiment with various “story-telling” techniques, including:

- mastering the art of storytelling (“Show Don’t Tell” techniques);
- thinking imaginatively and creatively with an “outside the box” attitude;
- writing for the audience with an ability to make them see your point of view;
- selling an idea, concept or product through a variety of narrative tools and methods

BIBLIOGRAPHY

- **Building a Story Brand: Clarify Your Message So Customers Will Listen, by Donald Miller, 2017.**
- Additional relevant articles and on-line resources will be provided by the professor throughout the course.

EVALUATION

Continuous Assessment

MKTG285 - INFLUENCER MARKETING

ECTS CREDITS: 2

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Spring

COURSE DESCRIPTION

This course will examine best practices around social media influencer marketing, including how best to approach the process, the legal requirements and obligations of each party, the benefits of working with influencers, and how to manage content across the social media.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- **understand what an influencer is;**
- **understand where influencer marketing impacts the customer journey;**
- **research and discover relevant influencers following best practices;**
- **strategically choose the right type of influencers, prioritize, and segment;**
- **know how to onboard, negotiate with, and build successful relationships with influencers;**
- **use key tools and resources that help to effectively manage influencer campaigns;**
- **build and develop an Influencer Strategy.**

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, research sessions, project-based learning, and class discussions. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

- **Will Post For Profit: How Influencers And Brands Are Cashing In On Social Media Marketing, by Justin Blaney D.M., and Kate Fleming, 2020.**
- **Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising by Aron Levin**
- **Additional relevant articles and on-line resources will be provided by the professor throughout the course.**

EVALUATION

Continuous Assessment

PSJO225 - LIFE AND TIMES OF A FOREIGN CORRESPONDENT

ECTS CREDITS: 2

SEMESTER HOURS: 12

PREREQUISITE: None

OFFERED: Fall

COURSE DESCRIPTION

This course aims at presenting students with all the challenges of foreign reporting, including both traditional and current topics. Students will also gain an appreciation for global media ethics and practical issues faced by reporters abroad. In addition, they will become familiar with aspects of “expat” life and journalism abroad.

LEARNING OUTCOMES

Upon successful completion of this course students will:

- understand and be able to apply practical tools for expat life;
- be familiar with overseas reporting ethics and be aware of current and historical rules governing foreign reporting.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures and discussions. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

Relevant articles and on-line resources will be provided by the professor throughout the course.

EVALUATION

Continuous Assessment

PSJO226 - SPORTS ECONOMY AND MEDIA ENVIRONMENT

ECTS CREDITS: 4

SEMESTER HOURS: 33

PREREQUISITE: None

OFFERED: Fall

COURSE DESCRIPTION

This course will demonstrate how media management, marketing, and the economy all come together to impact in the sports industry. The purpose of the course is to enable students to use quantitative approaches in practical business decision-making, especially as it applies to sports and media management. Tools and challenges of a new media world will be presented, and the economic and political issues raised by the rapid changes in the contemporary sports industry will be discussed. In addition, emphasis will be placed on understanding the implications of industrial, economic, and cultural structures in national and global sports businesses.

LEARNING OUTCOMES

Upon successful completion of this course students will:

- understand the active role played by media in the sports economy and how it is used and leveraged by the sports industry;
- possess thorough knowledge of the sports economy in France;
- become familiar with all the different facets of sports media.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, project-based learning, and class discussions. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

- Relevant articles and on-line resources will be provided by the professor throughout the course.
- In addition, students are expected to stay informed about what is happening in the world of sports on a daily basis, using whatever media outlet they prefer (ESPN, L'Equipe, etc.).

EVALUATION

Continuous Assessment

PSJO227 - PREPARING, SHOOTING, AND EDITING A FILM SEQUENCE

ECTS CREDITS: 4 | SEMESTER HOURS: 21 | PREREQUISITE: None | OFFERED: Fall and Spring

COURSE DESCRIPTION

This course will explore the daily work of a journalist reporting for television, and how TV news reports are filmed and edited on time, whether working with a newscast team or alone. Emphasis will be placed on pre-production, including how to create a shooting schedule and scout locations; shooting, and the relevant jobs and responsibilities involved; and post-production editing, mixing, and promoting.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- be a creative force within a team dedicated to producing relevant news stories and/or film sequences;
- understand the filmmaking process;
- understand the tools required in relation to the size of a film project;
- plan sequences and shots and choose sounds to illustrate a topic;
- use a camera and master filming techniques;
- select rushes according to the story angle;
- use editing software.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, on-line training sessions, project-based learning, and class discussions. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

Relevant articles and on-line resources will be provided by the professor throughout the course.

EVALUATION

Continuous Assessment

PSJO228 - TELEVISED NEWS PROGRAM PRODUCTION

ECTS CREDITS: 4 | SEMESTER HOURS: 21 | PREREQUISITE: PSJO227 | OFFERED: Fall

COURSE DESCRIPTION

This course will explore the daily work of a journalist reporting for television, and how TV news reports are filmed and edited on time, whether working with a newscast team or alone. In addition, emphasis will be placed on how to produce a quality news story and include basic principles of news gathering, report writing, fact-checking, language, and style. Technical tools and visual framing will also be covered.

LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Plan sequences and shots and choose sounds to illustrate a topic;
- Use a camera and master filming techniques;
- Select rushes according to the story angle;
- Use editing software;
- Write and record a voice-over text;
- Formulate the right questions;
- Control voice and body language;
- Lead a debate with several participants;
- Respect the constraints and format of a TV news program;
- Edit the various types of news gathered in a TV news show;
- Shape the rhythm of the editing according to the topics;
- Understand the technical constraints of TV news program production;
- Manage time requirements for each technical step of the production;
- Work as part of a team and under pressure with technical challenges and short lead times.

INSTRUCTIONAL METHODOLOGY

This course is developed through experiential hands-on learning. Students are responsible for preparing any and all assigned material in advance of class sessions, as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

Relevant articles and on-line resources will be provided by the professor throughout the course.

EVALUATION

Continuous Assessment

PSJO229 - WRITING FOR SPORTS JOURNALISM

ECTS CREDITS: 2

SEMESTER HOURS: 18

PREREQUISITE: None

OFFERED: Fall

COURSE DESCRIPTION

This course is designed to help students develop writing, reporting, and professional skills specific to sports journalism. Time will be spent reviewing the basics of news writing before focusing on feature pieces and creative techniques. Students will also build skills in revising and editing their work and that of their peers. Additional emphasis will be placed on writing for different audiences.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- create different types of sports stories;
- successfully apply journalism skills like interviewing, reporting, and analyzing;
- communicate information pertaining to sports accurately and reliably for a range of audiences.

INSTRUCTIONAL METHODOLOGY

This course is developed through class lectures, discussions, and assignments. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students.

BIBLIOGRAPHY

- Relevant articles and on-line resources will be provided by the professor throughout the course.
- Students are also expected to stay informed about what is happening in the world of sports, using whatever media outlet they prefer (ESPN, l'Equipe, etc.).

EVALUATION

Continuous Assessment

PSMM280 - DESKTOP PUBLISHING SOFTWARE

ECTS CREDITS: 4 | SEMESTER HOURS: 21 | PREREQUISITE: None | OFFERED: Fall and Spring

COURSE DESCRIPTION

This course will introduce students to the most popular Desktop Publisher Software packages and the fundamentals needed to create and design professional documents, print publications, and online content. Particular focus will be put on design, layout, typography, digital typography, and graphic design. Students will also gain understanding of the constraints related to the creation and publication of documents.

LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

- prepare and create an image on Photoshop;
- vectorize in Illustrator;
- design layouts with InDesign;
- efficiently organize production with InDesign, Illustrator, and Photoshop;
- prepare files for printing and digital publishing;
- retouch an image;
- create and publish a double-page spread for a magazine.

INSTRUCTIONAL METHODOLOGY

This course is developed through in-class lectures, on-line training sessions, project-based learning, and class discussions. Students are responsible for preparing any and all assigned material in advance of class sessions as active in-class participation is a requirement for all students

BIBLIOGRAPHY

Relevant articles and on-line resources will be provided by the professor throughout the course.

EVALUATION

Continuous Assessment



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