

# **Undergraduate Technological Degree**

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## **INFORMATION – COMMUNICATION**

**(CORPORATE COMMUNICATION OPTION - CORPORATE DIGITAL  
INFORMATION OPTION - JOURNALISM OPTION - PUBLISHING AND BOOK  
TRADE OPTION - ADVERTISING OPTION)**

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## 1. Courses Objectives

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In compliance with the amended arrêté du 3 août 2005, the Diplôme universitaire de technologie (DUT) Information and Communication is incorporated within the frame of the European Higher Education Area (EHEA) and complies with the Licence-Master-Doctorate (LMD) program.

The objective of the Information-Communication DUT is to train students aimed at practicing a technological professional activity within the information and communication industry.

**The courses' characteristics are:**

- An approach based on human and social sciences
- A reinforced teaching of languages
- The development of students general culture
- A focus on the different professional pathways thanks to the possibility of choosing among 5 options
- An awareness of the fast-paced developments of the information and communication technologies and their consequences
- The promotion of audiovisual and digital productions.

**The 5 options are:**

- Corporate communication
- Corporate digital information
- Journalism
- Publishing and book trade (with 4 groups of jobs: library, publishing, bookshop, museums-heritage)
- Advertizing

The objective of the PPN and the applied teaching methods are to bring to students a solid academic culture made of knowledge and know-how, supported by an actual trade and business culture.

Acquiring these skills enables students to immediately integrate the professional world, and gives them the possibility to evolve in the short, medium or long term (via continuing education) and adapt to very diversified and ever-evolving professional situations. This course also opens up to pursuing studies further, namely via a Licence professionnelle in the different information and communication trades.

### Enrollment prerequisites and instructions

This program welcomes high school graduate students or French or foreign degree admitted as an equivalence. Applicants who do not hold the required degrees (level IV diploma) can ask for a Validation des Acquis Professionnels (VAP 85) or a Validation des Acquis de l'Expérience (VAE).

**Here are the prerequisites:**

- Good oral and written skills
- Solid general culture
- Knowledge of a foreign language and learning of another foreign language (one of them should be the English language)
- A motivation for a chosen career
- Curiosity, an open mind, analytical skills, the ability to empathize.

The Information-Communication department can also enroll high school graduates from all types of baccalauréats (general, technological and also to some extent, professional). Including all types of baccalauréats degree holders is a strength for the program.

Among the general baccalauréats, namely for high school graduates from the Literature section joining the Information-Communication departments is a consistent and logical step.

This program was designed to aim at all students' success. To that end, it includes lighter theoretical courses during the first semesters. Furthermore, it offers a module to enable students with different

backgrounds to adapt to the required level (M1201).

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## 2. Activities and Skills Tables

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### a. Cross Activities and Skills (all options)

Aside from the activities and skills included to match the different available career possibilities, each of them corresponding to an option, the program includes a certain number of activities and skills that are common to all the options offered to the Information-Communication:

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| ACTIVITIES   | SKILLS (BEING ABLE TO)   |
|--|--|
| <b>WRITTEN AND ORAL SKILLS</b>                         | <ul style="list-style-type: none"><li>• Master the French language, written techniques and oral expression</li><li>• Differentiate professional productions</li><li>• Adapt the message to the public</li></ul>  |
| <b>SOCIAL SCIENCE</b>                                  | <ul style="list-style-type: none"><li>• Have a particular interest in social science</li><li>• Develop and deepen knowledge of social science</li><li>• Decipher the contemporary world</li><li>• Grasp basic knowledge of law and economics</li></ul>   |
| <b>FOREIGN LANGUAGES</b>                               | <ul style="list-style-type: none"><li>• Talk, write and read the English language and another foreign language</li><li>• Have a grasp on foreign cultures</li><li>• Master a professional lexicon</li><li>• Find an internship, a job, or undertake further studies in a foreign country</li></ul>         |
| <b>IT</b>  | <ul style="list-style-type: none"><li>• Use computers and the Internet</li><li>• Use office software applications (text, spreadsheet, slideshow)</li><li>• Use DTP software applications</li><li>• Put content online</li></ul>  |
| <b>DIGITAL CULTURE</b>                                 | <ul style="list-style-type: none"><li>• Identify useful information : produce, collect, and manage it</li><li>• Use new digital tools</li></ul>  |
| <b>PROJECT MANAGEMENT</b>                              | <ul style="list-style-type: none"><li>• Work on projects</li><li>• Defend a project via an oral presentation</li><li>• Implement a project management method</li><li>• Conduct feasibility surveys</li><li>• Conduct a bill of specifications</li><li>• Manage a planning and a reverse planning</li></ul> |
| <b>DRAFT AN ACADEMIC AND PROFESSIONAL DISSERTATION</b> | <ul style="list-style-type: none"><li>• Implement a research process through the drafting of an academic and professional dissertation</li></ul>   |

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## **b. Activities and Skills: Corporate Communication option**

The DUT Information and Communication with the Corporate communication option trains communication experts who can work in all types of organizations: private companies, public organizations, and non-profit organizations.

Depending on the assigned responsibilities, communication experts hold a strategic role in the organization. They are a part of the development strategy through the promotion of the organization's image, both internally and externally. As innovative elements of the organization, they grasp societal and technological evolutions to benefit the organizations.

They hold positions in communications department within companies, public services, non-profit organizations or communications consulting firms or advertizing companies. As assistants or managers, they work as communications managers, public relations managers, media relations managers, event communication manager, etc. They can also turn to other career opportunities such as web design, webmaster, community management, etc.

DUT graduates possess both general culture and scientific knowledge so they are able to grasp and analyze their professional environment and missions with efficiency. They are also able to communicate verbally and non-verbally with ease and intelligence, as a result, they can produce content using different media.

Thanks to their knowledge of their environment, they can determine, follow up on, and implement the organization's communication policy. To that end, they can design and develop different kinds of communication materials (written, audiovisual, multimedia, etc.) to produce content adapted to the targeted audience. This mission is in compliance with the organization's editorial policy, which was developed following a strategic and global approach.

Thanks to their relational skills, they implement communication and public relations actions. They know how to convey a message and to promote it to their interlocutors. They create value through information broadcasting and promotion. They use IT and communications media, such as the Internet. They take into account legal and financial aspects of their projects, and are able to create new partnerships. They can also eventually manage a team and complex projects.

DUT Infocom graduates must be able to show people skills as well as relations skills, be learned and show a desire to learn about their environment. They combine written skills and an artistic and esthetic sensitivity. They are thorough, organized, with a critical mind, they know how to listen and are able to work in a team.

### **ROME CODES:**

| <b>CODE<br/>ROME</b> | <b>TYPES OF JOBS</b>   |
|----------------------|--|
| <b>E1103</b>         | <ul style="list-style-type: none"><li>• Communication</li></ul>  |
| <b>E1101</b>         | <ul style="list-style-type: none"><li>• Web mastering</li></ul>  |
| <b>E1107</b>         | <ul style="list-style-type: none"><li>• Event planning</li></ul> |

| ACTIVITIES   | SKILLS (BEING ABLE TO)  |
|--|---|
| <b>NETWORKING</b>  | <ul style="list-style-type: none"> <li>• Understand their professional, technical and regulatory environment (organizations and professional non-profit)</li> <li>• Perform competitor monitoring and benchmarking</li> <li>• Perform information monitoring on communications, ICT and media economics</li> <li>• Network with journalists, printers, graphic designers, etc.</li> </ul>   |
| <b>DESIGN A COMMUNICATION STRATEGY</b>   | <ul style="list-style-type: none"> <li>• Fully grasp the organization’s project and positioning</li> <li>• Build the identity of an organization through the editorial policy of its communication materials, its public relations, its internal communication, its relationship with media, its marketing strategy, etc.</li> <li>• Design a communication plan (targets, objectives, media and actions)</li> </ul>  |
| <b>IMPLEMENT A COMMUNICATION POLICY</b>  | <ul style="list-style-type: none"> <li>• Use ethical communication labels and certifications</li> <li>• Apply standards and quality processes</li> <li>• Assess the effectiveness of communication actions</li> <li>• Audit the communication strategy</li> <li>• Update dashboards</li> <li>• Conduct surveys to collect statistical data</li> <li>• Deliver a press review</li> </ul>   |
| <b>CONTENT DESIGN AND ANALYSIS (WRITTEN, VISUAL, AUDIO, AUDIOVISUAL, MULTIMEDIA, WEB)</b>    | <ul style="list-style-type: none"> <li>• Use the information search process</li> <li>• Apply interview techniques</li> <li>• Analyze and summarize information</li> <li>• Understand the meaning of still and animated image</li> <li>• Manage content to create an identity</li> <li>• Understand the steps involved in designing an audiovisual or multimedia message</li> <li>• Comply with the communication and digital regulations</li> <li>• Grasp basic knowledge in semiology and linguistics</li> </ul> |
| <b>CREATE COMMUNICATION CONTENT AND MATERIALS (WRITTEN, VISUAL, AUDIO, AUDIOVISUAL, WEB)</b> | <ul style="list-style-type: none"> <li>• Apply appropriate techniques depending on the media (print or web)</li> <li>• Use verbal and non verbal communication skills</li> <li>• Manage a website’s content</li> <li>• Comply with typographic standards</li> <li>• Apply photography and video standards</li> <li>• Understand graphic design workflow</li> </ul>  |

|   |   |
|---|---|
|   | <ul style="list-style-type: none"> <li>• Use DTP or ePublishing software applications</li> <li>• Use graphic design and edition software applications</li> <li>• Use video design software applications</li> <li>• Use multimedia design software application (HTML/CSS, animation, etc.)</li> <li>• Create a website with a CMS (Content Management Software)</li> </ul> |
| <p><b>COMMUNICATION MATERIAL AND LOGISTICS MANAGEMENT</b></p> | <ul style="list-style-type: none"> <li>• Plan the material and logistics aspect of communication actions, content, and materials</li> <li>• Select contractors and suppliers</li> <li>• Negotiate the contract clauses</li> <li>• Assess the quality of deliveries and services provided</li> </ul>   |
| <p><b>INTERNAL COMMUNICATION ORGANIZATION</b></p>             | <ul style="list-style-type: none"> <li>• Combine human resources management and labor law</li> <li>• Identify behaviors using social psychology theories</li> <li>• Organize and lead meetings</li> <li>• Lay the foundations for a social audit</li> <li>• Experiment the implementation of dialogue and participation</li> </ul>  |
| <p><b>PUBLIC RELATIONS ACTIONS</b></p>                        | <ul style="list-style-type: none"> <li>• Manage a community</li> <li>• Feed social networks with content</li> <li>• Use media and non-media communication techniques</li> <li>• Use ICT (websites, blogs, referencing, social networks, etc.)</li> </ul>  |
| <p><b>MEDIA RELATIONS ACTIONS</b></p>                         | <ul style="list-style-type: none"> <li>• Design communication content for the press (press packs and releases) and the blogosphere</li> <li>• Select appropriate media outlet depending on the message and on the communication goals</li> <li>• Hold a press conference</li> </ul>   |
| <p><b>FINANCIAL AND MARKETING ACTIONS</b></p>                 | <ul style="list-style-type: none"> <li>• Efficiently make use of annual balance sheets and activity reports</li> <li>• Conduct market surveys</li> <li>• Interpret an organization's marketing strategy</li> <li>• Design communication operations aimed at clients</li> </ul>  |

**c. Activities and Skills: *Corporate digital information option***

Graduates from the DUT Information-Communication with the Corporate digital information option works

in a position that constantly revolves round three lines: information, tools and devices, communication.

These experts analyze the organization's and users' information needs. They identify and validate relevant sources, organize the regular and automatic exploration of the sources, and collect them. They structure and feed information data base, participate to the presence and positioning strategy of the organization. They build devices to access information and for communication between stakeholders. They manage and hold physical areas to store and make available documents. As mediators, they can train or accompany users to search information and master tools. They carry out communication actions around offered resources, processes and services.

These communication professionals can expertly master the information collecting, analyzing and broadcasting processes and tools. They can manage a resources center or an information service, lead projects as part of a team. They must be able to master, adapt, and develop digital communication tools and devices and lead or participate to an internal and external information strategy.

To that end, graduates from the DUT Information-Communication with the Corporate digital information option can understand information's stakes, know the regulatory and legal framework, and display general culture and intellectual curiosity, organization skills and a sense of duty. They must be versatile and able to adapt to, and even to anticipate, the fast evolutions of their work field.

This program opens up to a variety of positions in all kinds of private companies and public organizations, and in all types of industries. Graduates can join resources centers, technology watch groups, communication, archives or digital services departments. They can be information and communication manager, information officer, analyst-indexer, photo editor, information and technological monitoring officer, community manager, referencing officer, researcher, archivist, etc.

ROME codes:

| CODE ROME | TYPES OF JOBS  |
|-----------|--|
| E1101     | <b>Multimedia management, and more specifically:</b> <ul style="list-style-type: none"> <li>Community manager</li> <li>Webmaster</li> </ul>  |
| E1103     | <b>Communication, and more specifically:</b> <ul style="list-style-type: none"> <li>Information and communication manager</li> </ul>   |
| E1601     | <ul style="list-style-type: none"> <li>Information and content management (all positions)</li> </ul>   |
| M1402     | <b>Organization management consultant, and more specifically:</b> <ul style="list-style-type: none"> <li>Business intelligence management</li> <li>Knowledge management</li> </ul> |
| M1403     | <b>Socio-economical surveys and prospective, and more specifically:</b> <ul style="list-style-type: none"> <li>Strategy monitoring officer</li> </ul>                              |

**The Information-Communication DUT with the organizations digital information option is also a step towards the possibility to take national public service exams:**

- Documentation assistant exam for the Culture and Communication ministry
- Research and training technicians exam for the Higher Education and Research ministry (Research and Training Technicians and Engineers, BAP F)

**And the possibility to take territorial public service exams:**

- Heritage conservation territorial assistant exam (2<sup>nd</sup> class)
- Assistant specialized in Libraries and Museums exams, and documentation assistant for the city of



**ACTIVITIES**

**SKILLS (BEING ABLE TO)**

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**COMMUNICATION ON INFORMATION CHALLENGES**

- Collect, select, broadcast information being aware of current information problems and issues: disinformation, information overload, economic and strategic aspects of information, etc.
- Participate to the information strategies and offer action proposals while keeping a close watch over the costs
- Design an information tools and methods training program adapted to the needs
- Design learning scenarios, produce training materials, deliver training sessions and assess skills and knowledge acquired

**IMPLEMENTATION OF DIGITAL COMMUNICATION STRATEGIES**

- Participate to communication strategies (within a company, a non-profit, a territorial public service, a cultural entity, etc.)
- Design a digital communication diagnosis, a communication plan, make suggestions and recommendations
- Design digital communication actions adapted to the audience
- Deliver an entity's digital image diagnosis (for a brand, a person, a company, an organization)
- Create, protect, monitor, and value an entity's digital identity, namely via social networks
- Implement online marketing and community management techniques
- Assess advertiser's digital communication actions relevance

**COLLABORATION AND KNOWLEDGE SHARING**

- Raise awareness regarding themes such as community, information, knowledge, intelligence, network, sharing and cross-sector
- Select and use collaborative tools and knowledge broadcasting; train users and assist them as they use these tools
- Lead and manage a group, a meeting, a community, a website, an intranet, collaborative devices
- Implement change management principles

**INFORMATION SERVICE AND SYSTEM MANAGEMENT**

- Assess users needs and expectations
  - Draft bills of specifications
  - Participate in the contractors and solution selection process
  - Participate in the information-documentation design and management
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- Develop a marketing approach
  - Draft guides or tutorials and operating processes, train users and assist them as they use these tools, via face to face and distance learning

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### **IT SYSTEMS SETTING AND USE**

- Identify and use basic IT tools (text, spreadsheet, etc.)
- Design a database and use the functions of a relational database
- Implement a network device
- Keep the IT devices (software applications, materials, networks) potentially implemented up to date
- Use and administer information management software applications (database, document database, GED, CMS, etc.)
- Implement digital tools to broadcast information and documents

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### **INFORMATION RESEARCH AND MONITORING**

- Analyze information needs
- Identify the scope of research subject
- Identify, characterize, select, localize and assess sources
- Define a research strategy and a process, query different databases, use web and web 2.0 research tools
- Understand topics such as business intelligence, strategy monitoring and other types of monitoring
- Implement a monitoring process: objectives, scope, sources, tools, deliverables
- Define a monitoring plan and use different monitoring tools and devices
- Organize an information alert system

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### **CONTENT MANAGEMENT**

- Produce complex documents, simple web pages, presentations
- Design and produce copywriting (informative and communication professional materials, users training materials, etc.)
- Lead (or participate in) a content production and formatting, using different media
- Implement a publishing workflow and lead a team of copywriters
- Define and comply with editorial guidelines

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### **AUDIOVISUAL CONTENT DESIGN AND ANALYSIS**

- Display and discuss still and animated images, and sound uses, the different types of formats and steps to digitally acquire image and sound
  - Search for still or animated images and sounds
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- Collect, classify, describe, document and store images and/or sounds
  - Implement a selection process for a specific document management systems and set up its use
  - Put audio, video or multimedia (podcasts) content online

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## ARCHIVING AND DEMATERIALIZATION

- Apply archiving principles to electronic document management, as needed
- Participate to dematerialization projects complying with the required and legal steps and processes
- Implement a document dematerialization process
- Be in line with the digital strategy of a public and private organization

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## INFORMATION DESCRIPTION AND STRUCTURING

- Read a document, analyze it, summarize it using speed reading techniques, content (text, image, sound) analysis, summary techniques
- Design, inform, and manipulate metadata
- Draft, broadcast, and exchange bibliography information complying with standards and exchange formats
- Use text-mining and data-mining basic applications
- Design a structured document, namely a navigable digital document, or structure an existing document
- Use description and structuring languages, and their applications
- Describe the content of documents through different types of reference documents (glossary, classification, taxonomy, thesaurus, ontology, etc.) and participate to their design
- Organize and maximize websites referencing

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### d. Activities and Skills: *Journalism option*

The DUT Information-Communication with the journalism option trains professionals who report on current news while being able to shed light on and analyze it. They must display autonomy, open-mindedness, and the ability to criticize. To that end, the program provides the necessary knowledge to understand and put into perspectives the events (history, sciences, sociology, economics, law, politics, international relationships, art, semiology, etc.) as well as the ability to use tools and techniques to analyze the information depending on the audience and materials. Namely, they master the different types of journalism, the information hierarchy, the creation of an information treatment angle, the camera angle, the images treatment and meaning, copywriting practices and technical demands specific to each medium, the publishing workflow and the relations among technical services.

The program delivers teachings that enable an understanding of all the journalistic functions and an integration of future professionals in entities, while displaying a variety of skills (editorial projects for which the

preparation and then the formatting imply a collaborative work with, among others, computer graphic designers and ICT). The versatility of future professionals also guarantees their ability to adapt to the different aspects of the media landscape and the journalism trade. To that end, they must be trained to be able to adapt to the different types of media while having integrated the evolutions in the field of journalism, namely the ones triggered by the increasing development of digital technologies, in the collecting, ranking, production and broadcasting of information.

Future journalists are trained to reflect upon their profession and the conditions it implies. This reflection requires knowledge of the structures in which they work and with which they will interact on a daily basis for research. It must also include, in an explicit manner, ethical and socio-organizational aspects of the media industry. This reflection by future professionals upon the French and international media landscape and upon their own activity is based on a high and persistent attention to the news and a capacity to analyze and criticize the way it is treated by the different media.

This program trains future journalists to work for all types of media (press, radio, television, Internet), whether general or specialized, in large or small entities. This program enables students to understand the entire information workflow from production to broadcasting, the related copywriting process and their specific formats, as well as all the environments and dynamics in which a piece of information can be understood.

## ROME CODES:

| CODE ROME | TYPES OF JOBS  |
|-----------|--|
| E1106     | <ul style="list-style-type: none"> <li>• Journalist</li> <li>• Audiovisual media journalist</li> <li>• Video journalist</li> </ul> |

| ACTIVITIES   | SKILLS (BEING ABLE TO)  |
|--|---|
| ASSIMILATE THE CONTEXT AND THE FUNCTIONING OF A MEDIA ENTITY | <ul style="list-style-type: none"> <li>• Express the media entity economic frameworks</li> <li>• Understand their social and production organization</li> </ul>   |
| CONTRIBUTE TO THE ELABORATION OF THE EDITORIAL POLICY        | <ul style="list-style-type: none"> <li>• Participate to editorial conferences</li> <li>• Make sections and topics proposals</li> </ul>  |
| SELECT TOPICS  | <ul style="list-style-type: none"> <li>• Define treatment angles</li> <li>• Identify resources (witnesses, experts)</li> <li>• Research and bring new information to enrich a topic</li> </ul>  |
| RESEARCH AND COLLECT INFORMATION                             | <ul style="list-style-type: none"> <li>• Follow up current news and perform information monitoring</li> <li>• Use RSS flows and alert systems</li> <li>• Corroborate information and check sources</li> <li>• Build and maintain an address book/Network</li> </ul> |
| MAKE AN INTERVIEW  | <ul style="list-style-type: none"> <li>• Contact the interviewee</li> <li>• Hone interview skills (self introduction,</li> </ul>  |

|   |   |
|---|---|
|   | <p>presenting objectives, types of questions, enunciation)</p> <ul style="list-style-type: none"> <li>• Listen to the interviewee (constant observation, going back on unanswered questions, rephrase questions, summary)</li> <li>• Manage the interaction (identify key words, imprecisions)</li> <li>• Hone note taking skills</li> </ul>  |
| <p><b>DRAFT A WIRE, AN ARTICLE</b></p>                          | <ul style="list-style-type: none"> <li>• Apply article drafting principles (lead, reversed pyramidal structure, distinguishable paragraphs, five W rule)</li> <li>• Show all points of view in an objective manner</li> <li>• Be aware of the readers' knowledge</li> <li>• Be familiar with technical languages</li> <li>• Summarize main information</li> <li>• Find the appropriate phrasing</li> <li>• Know how to quote</li> <li>• Use comparisons and metaphors</li> <li>• Cut down or add to articles without modifying its essence</li> </ul> |
| <p><b>ILLUSTRATE/TAKE PICTURES</b></p>                          | <ul style="list-style-type: none"> <li>• Center pictures</li> <li>• Make a photography report</li> <li>• Add a caption to the pictures</li> <li>• Produce different illustrations using graphic design</li> </ul>   |
| <p><b>RECORD/SHOOT</b></p>                                      | <ul style="list-style-type: none"> <li>• Scout for key locations</li> <li>• Cut down visual productions into several shots</li> <li>• Set the camera ; record the sound</li> <li>• Add a comment to images</li> </ul>   |
| <p><b>RADIO/SHOW</b></p>  | <ul style="list-style-type: none"> <li>• Master personal oral skills</li> <li>• Debate and understand interaction frameworks within a debate</li> </ul>   |
| <p><b>INFORMATION RANKING AND FORMATTING</b></p>                | <ul style="list-style-type: none"> <li>• Apply a style guide</li> <li>• Assess and monitor the quality of articles</li> <li>• Be familiar with the different parts making up any medium (text, headlines, text/image ratio)</li> <li>• Understand how a flat plan, a section, a sequence, or a newspaper work</li> </ul>  |
| <p><b>PUT INFORMATION ONLINE</b></p>                            | <ul style="list-style-type: none"> <li>• Use the different file formats</li> <li>• Identify web pages editors</li> <li>• Create a tree view</li> <li>• Deploy information on different media</li> </ul>   |
| <p><b>INFORMATION PRODUCTION ASSESSMENT AND ITS IMPACTS</b></p> | <ul style="list-style-type: none"> <li>• Be familiar with the media law; comply with ethics</li> </ul>  |

- Interact with the audience

### e. Activities and skills: *Publishing and book trade options*

The DUT Information-Communication with the Publishing and book trade option trains mediators specialized in the promotion and broadcasting of books, magazines and other types of documents – sound, video, electronic - as well as heritage funds. They work on building and managing libraries and bookshop collections, and also on broadcasting and editorial production at a publisher, on the mediation of museum collections. They participate to professional or cross-professional events (exhibitions, fairs, etc.). They must adapt to the digital technology evolutions and to their new users.

**Training aims at training mediators specialized in one or several industries and with a very good knowledge of the cross-professional sector in which they will apply their skills. In order to integrate the professional world, each department will offer in-depth studies in “Specific techniques” modules for at least two of the groups of jobs related to the following industries:**

- Libraries and multimedia libraries
- Bookshops and specialized bookshops
- Publishing, broadcasting, and distribution
- Museums and heritage

In a digital age, the job of librarians has been deeply evolving and diversifying. Indeed, they must adapt to new needs of 21st century citizens. Librarians must play a part in the cultural and social policies of local and territorial entities (territorial libraries), of national entities (large entities’ libraries, university libraries, hospital libraries), but also in entities outside of the public service (private libraries, non-profit libraries, works council’ libraries). They organize and manage an entity open to a variety of users. They build, store and manage collections through IT tools. They develop communication actions for a variety of users in order to add value to the libraries and multimedia libraries resources and services. They dialogue with the different users in order to better appreciate their expectations and optimize the provided services (library catalogs, readers’ guides, etc.)

In bookshops, depending on their location, bookshop sellers select, build a selection, display it, organize it and manage it by giving advice to customers on their books selection. Their knowledge of assortment policy, their selling techniques, and their IT skills enable them to anticipate requests, to manage orders and stocks in order to define a replenishment process. They contribute to books distribution through a selling activity and participate to the preservation of a diversified editorial production.

At a publisher, they participate to the follow-up of an editorial project. They work in a publishing office, in the manufacturing department (mock-ups design), at a press relations management office or sales relations management office.

In museums and heritage funds services, more and more skills are needed and qualifications evolved, collection management is being computerized, documentation centers and teaching services develop, communication and mediation services grow. Curators need qualified assistants.

## ROME CODES:

| CODE ROME | TYPES OF JOBS                               |
|-----------|---|
| D1211     | • Sport and leisure (including books) sales |
| E1105     | • Publishing coordination                   |
| K1601     | • Information and documentation management  |
| K1602     | • Cultural heritage management              |

## CROSS SKILLS AND ACTIVITIES, COMMON TO THE 4 GROUPS OF JOBS

| ACTIVITIES   | SKILLS (BEING ABLE TO)   |
|--|--|
| <p><b>IMPLEMENTATION OF AN INDUSTRY MONITORING</b></p> | <ul style="list-style-type: none"> <li>• Be familiar with the French publishing production, with French and foreign literature or, depending on the job, with heritage related news</li> <li>• Understand the political, economic, social, and cultural environment – the institutional environment as well as public policies</li> <li>• Get acquainted with book history or art history</li> <li>• Be familiar with contemporary literary/cultural movements</li> <li>• Study in depth specialized sociologies (political and cultural) and their methodological aspects (investigation techniques)</li> <li>• Identify the evolution of books over time, of the book trades and reading practices, or depending on the work field, cultural practices.</li> </ul> |
| <p><b>USERS MANAGEMENT</b></p>                         | <ul style="list-style-type: none"> <li>• Welcome and inform users on books, documents (library, bookshop), on pieces of art (museum-heritage)</li> </ul>   |
| <p><b>COMMUNICATION</b></p>                            | <ul style="list-style-type: none"> <li>• Apply principles, use communication techniques</li> <li>• Design communication, promotion, presentation materials: covers, brochures, posters, etc.</li> </ul>  |
| <p><b>INFORMATION RESEARCH</b></p>                     | <ul style="list-style-type: none"> <li>• Master bibliography and document research; use IT documents and networks</li> <li>• Identify information sources and assess them</li> <li>• Identify, search, select, and make document information available</li> <li>• Cleverly query search engines and databases</li> <li>• Use follow-up tools (RSS threads, portals, etc.)</li> </ul>   |
| <p><b>UPDATING DIGITAL SKILLS</b></p>                  | <ul style="list-style-type: none"> <li>• Design and develop multimedia content, use web techniques</li> <li>• Be familiar with basic web creation skills; write web content</li> <li>• Administer content, update, and manage a</li> </ul>   |

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website

- Use social networks, manage a community
- Broadcast productions on different media, using different formats and protection systems

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## NETWORKING

- Identify the book trade's different stakeholders; create a network between these different trades
- Lean on networks in the publishing, cultural, and institutional industry
- Foster relationships, partnerships with companies/organizations

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## LIBRARY TRADE

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### ACTIVITIES

### SKILLS (BEING ABLE TO)

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## LIBRARIES EVOLUTION AND ISSUES

- Put forwards founding literature on the library trade and the social and cultural missions of libraries
- Understand cultural policies, the institutional, associative, economical environment, as well as current news on the library trade
- Comply with rules, ethics, and the trade references, especially in the public sector
- Integrate libraries into the contemporary society by including new skill sets
- Participate to a sustainable and local development
- Promote a sense of community, meet a need for information

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## SERVICES TO THE USERS

- Understand, welcome, embrace contact with users
- Identify needs (actual and potential) and practices
- Train users (to use the area, to manipulate collections, tools), develop teaching materials
- Know how to serve users (loans, etc.)

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## PROCESSING, PRESERVING, AND PROMOTING

- Separate the different genres of books, music, films, collections; classify, process, update collections on all available media; master classifying and making catalogs techniques,
  - Use media conservation techniques; protect and identify documents; assess their conservation state; digitalize them, manage collaborative conservation
  - Manage, broadcast, make available, remove, etc.
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|  | <ul style="list-style-type: none"> <li>• Implement a print and digital collection acquisition, development, promotion policy</li> </ul>  |
| <b>MULTIMEDIA AND NETWORKS</b>               | <ul style="list-style-type: none"> <li>• Use document management software applications and systems (to make available, to classify, etc.)</li> <li>• Implement digital/hybrid library devices; manage products, document files, online specialized portals</li> </ul>  |
| <b>COMMUNICATION AND MANAGEMENT POLICY</b>   | <ul style="list-style-type: none"> <li>• Hold cultural or playful activities: exhibitions, meetings, events</li> <li>• Organize workshops, manage group activities revolving round an event</li> <li>• Promote a brand's image</li> </ul>  |
| <b>MANAGEMENT TECHNIQUES</b>                 | <ul style="list-style-type: none"> <li>• Understand the framework and regulations of public contracts</li> <li>• Select suppliers and contractors, negotiate contracts and assess the services and products provided</li> <li>• Implement management techniques</li> <li>• Perform audits</li> <li>• Update financial and operational information related to the activities provided by the entity</li> <li>• Coordinate the activities of a team or of an entity</li> <li>• Foster and maintain partnerships (bookshops, publishers, institutions, schools, territorial entities, non-profits, etc.)</li> <li>• Integrate libraries' actions within the framework of the government's policies</li> <li>• Include political goals within the libraries' policies</li> </ul> |
| <b>BOOKSHOP TRADE :</b>                      |  |
| <b>ACTIVITIES</b>                            | <b>SKILLS (BEING ABLE TO)</b>  |
| <b>WELCOMING CUSTOMERS, SALES TECHNIQUES</b> | <ul style="list-style-type: none"> <li>• Welcome customers, identify their needs, advise them, meet their expectations; listen, rephrase, argue, provide a solution</li> <li>• Combine sales pitch with knowledge of the book trade</li> <li>• Apply sales techniques (books, discs, creative leisure activities, stationery products, art supplies, services, etc.)</li> <li>• Be available; show ability to adapt, credibility, a positive attitude</li> <li>• Understand the strategic positioning of the point of sales; assess the customer catchment area and the competition</li> </ul>   |

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## MANAGEMENT AND ACCOUNTANCY

- Use cashing and management tools; manage stocks, identify replenishment needs; manager orders
- Use bookshop and sales statistics software applications
- Manage accounts and administer a structure
- Take delivery of products and control the delivered products' conformity
- Manage services, after sales operations (returns, etc.)
- Identify and return products to distributors (unlabel, etc.)
- Master sales to public entities and public contracts
- Comply with the law (Lang law, 2003 law, Public contracts code)
- Conduct market surveys

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## ASSORTMENT POLICY AND PROMOTION OF NEW PRODUCTS AND COLLECTION PRODUCTS

- Identify suppliers, their editorial positioning, their policies, and sales conditions
- Purchase new reading materials; rationalize purchase using products selection criteria
- Prepare products for shelf-filling (labeling, antitheft device, markings)
- Classify to properly stack books
- Find information regarding the editorial production and current news regarding books
- Understand the identity and sales issues of merchandising
- Display books in order to highlight the retailer's offer and to foster impulse buys; galvanize the retailer's offer
- Arrange the bookshop and dress the windows; implement a window dressing schedule; assess the impact on sales of highlighting books

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## EVENT POLICY

- Implement an event policy within and outside the bookshop
- Develop and foster partnerships
- Highlight the bookshop's identity, foster customers' flow
- Make sure the bookshop is present outside of its store via the participation to a variety of cultural events, book fairs, etc.
- Identify local cultural stakeholders and networks, the different books' points of sales as well as the socio economical environment

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## ONLINE BOOKSHOP

- Develop an online library and the sales of electronic books
  - Manage an online store; draft articles, adapt
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to the web

- Subscribe to an electronic files sales network
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## **MUSEUM AND HERITAGE TRADE:**

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### **ACTIVITIES**

### **SKILLS (BEING ABLE TO)**

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#### **WORKS AND HERITAGE MANAGEMENT AND PROMOTION**

- Manage works, collections; use a database
- Take an inventory of the heritage funds (collections, public archives) and collections
- Monitor the works movements (inventory, etc.)
- Technically improve the material aspect of works
- Assess the conservation state of heritage funds and collections
- Understand conservation and restoration techniques
- Manage cleaning, restoration, reconstitution operations and control the services provided
- Organize and monitor transportation as well as administrative compliance
- Identify the different artistic techniques, etc.
- Appreciate the different artists, collections, cultural movements
- Be familiar with ratings; assess works, pieces, collection objects
- Acquire works, pieces, and objects; identify the different acquisition means (purchase, donation, legacy, loan, gift, etc.)
- Be familiar with a museum and heritage culture; be familiar with the museum work field and with artistic trends; undertake a museographical or heritage project (acquisition, event, exhibition, etc.), participate in selecting themes, partnerships, loans

#### **RELATIONSHIP WITH THE AUDIENCE IDENTIFYING POTENTIAL AUDIENCE TO DEFINE NEW SERVICES**

- Welcome, promote, and sell (shop, ticket booth, booking service)
  - Implement welcoming and organization techniques
  - Monitor the emergence of new tools, new services
  - Apply marketing principles, use survey techniques
  - Train users (to use the space, collections, tools, etc.); use teaching techniques and tools
  - Advise users (teachers, researchers, civil servants, elected officers, etc.)
  - Understand the entire cultural and institutional work field
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- Have a wide artistic culture at hand; deliver speeches and conferences in: arts and popular traditions, graphic arts, cinema, photography, industrial art, sciences and industrial techniques art, fine arts, decorative arts, craftsmanship arts, buildings, architecture, books, manuscripts, music, humanities, environment, etc.

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## SERVICE MANAGEMENT

- Keep up to date on the cultural, regulatory, and professional current news
  - Apply management principles and use management tools: budget, operation, activity, service, use figures and entity visits figures
  - Identify and select suppliers and contractors; negotiate contract and assess the deliveries
  - Have legal skills
  - Manage a team, a structure; use task and schedule management tools
  - Train the staff (guardians, guides, salespeople, etc.) on the exhibition, the safety instructions, etc.
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### f. Activities and skills: *Advertizing option*

The DUT Information-Communication with the Advertizing option trains general publicists. They work for consultancy agencies, media agencies, and advertisers. Their skills correspond to an assistant position. Through professional experience, they move up towards sales, strategic, creative, or production positions, such as advertising manager, strategic planner, consultant, community manager, project manager, creative writer, media planner, artistic manager, marketing manager.

These professionals can skillfully use communication, marketing, and advertising production tools and processes. In their professional relationships, they are able to listen, analyze, and summarize. They also have sales and negotiation skills.

Upstream, they can conduct quantitative and quality survey on the different markets, survey they will use to design relevant arguments, materials, and media. They participate in the design of an advertiser's communication strategy. They can participate in every step of a campaign: preparation meetings, survey and definition of the targets, the objectives, the line and themes, the content of the message and the distribution of the budget. Finally, they can follow the different steps from design to production, making sure deadlines are met and costs are controlled, defining media, non media, and on social networks operations, buying advertising space and time (billboards, television, press, cinema, Internet, or radio) and negotiate the best value for money.

Graduates must show people skills and professionalism, have a good general culture, and be curious to know their environment. They have a solid marketing and digital culture and they know the production workflow and traditional media as well as digital ones. They are interested in current news, trends, technological and sociological evolutions. They combine copywriting skills to an artistic and esthetic sensitivity.

## ROME codes

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**CODE  
ROME**

**TYPES OF JOBS**

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E14

- Advertising

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E11

- Publishing and communication
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## ACTIVITIES

## SKILLS (BEING ABLE TO)

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### LANGUAGE AND SPEECH SKILLS

- Implement image semiology knowledge
- Use rhetoric and stylistic processes
- Analyze speeches and still and animated images

### NETWORKING

- Understand their professional, technical, and regulatory environment
- Perform information and competition monitoring
- Follow current news on the communication and media industry
- Maintain a network of contractors: journalist, printer, graphic designer, webmaster, etc.

### CONDUCTING SURVEYS AND DEFINE A MARKETING AND SALES STRATEGY

- Analyze the environment
- Implement the appropriate methodology
- Integrate the marketing strategy of an organization
- Conduct market surveys
- Design and analyze a mix-marketing
- Convey the values and territorial scope of a brand
- Understand online marketing, social networks marketing, and alternative marketing (sensorial marketing, street marketing, etc.)
- Maximize relationships with clients; negotiate with a client or a supplier

### DESIGNING AN ADVERTISING COMMUNICATION STRATEGY

- Identify a context, the advertiser's needs
- Analyze the current image and communication strategy
- Identify communication issues and provide recommendations
- Give a diagnosis
- Provide appropriate solutions/methods (objectives, content, targets, media)

### DESIGNING WRITTEN, VISUAL, ORAL, AUDIOVISUAL, DIGITAL, ONLINE MESSAGES

- Create and adapt content to defined objectives
  - Use communication codes and their meaning (typography, colors, still or animated image semiology, etc.)
  - Use creative strategy methods
  - Deploy and adapt messages to the different
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|  | <p>media (radio, web, mobile applications, print, social networks, etc.)</p> <ul style="list-style-type: none"> <li>• Comply with legal and regulatory constraints</li> <li>• Foster creativity and a sense of the esthetics</li> <li>• Phrase ideas and creative concepts, and justify them</li> </ul>  |
| <p><b>COMMUNICATION PRODUCTS AND MEDIA DESIGN (WRITTEN, VISUAL, AUDIO, AUDIOVISUAL, DIGITAL, ONLINE)</b></p> | <ul style="list-style-type: none"> <li>• Administer the content of a website</li> <li>• Host a blog or a page on a social network</li> <li>• Reference digital content</li> <li>• Implement main digital production techniques</li> <li>• Understand the graphic workflow</li> <li>• Use DTP, image editing, video production, multimedia publishing software applications</li> </ul>  |
| <p><b>ELABORATING THE ADVERTISING MEANS STRATEGY</b></p>   | <ul style="list-style-type: none"> <li>• Select appropriate media and non media means</li> <li>• Design a media plan</li> <li>• Distribute the budgets (creation, production, purchase, etc.)</li> <li>• Select campaign projects</li> <li>• Submit to internal and external validation</li> <li>• Assess the campaign and provide improvement actions</li> </ul>  |
| <p><b>LOGISTICS AND RESOURCES MANAGEMENT</b></p>   | <ul style="list-style-type: none"> <li>• Elaborate a bill of specifications for the creative department and partners</li> <li>• Elaborate and control the budget; keep up to date on market's prices</li> <li>• Plan the production's logistics of the actions, products, and media</li> <li>• Select suppliers and contractors; negotiate contracts clauses</li> <li>• Assess the services and products supplied</li> </ul> |
| <p><b>DEVELOPING THE STRATEGY AND THE MANAGEMENT OF SUPPLEMENTARY TOOLS</b></p>                              | <ul style="list-style-type: none"> <li>• Design and set up a direct marketing campaign</li> <li>• Perform sales promotion</li> <li>• Design events, public and press relations actions</li> <li>• Use design, packaging, and space layout resources</li> </ul>   |

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### 3. General Organization of the Program

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#### a. Training Description

Obtaining the DUT Information-Communication enables graduates to obtain 120 ECTS; each validated semester is worth 30 ECTS.

The supervised part of the program – which excludes tutored projects and placements – entails 1620 hours, distributed over 4 semesters.

**Hours are distributed as follows:**

- **Lectures (CM):** 370 hours (23%)
- **Supervised work (TD), groups of 28 students:** 760 hours (47%)
- **Practical work (TP), groups of 14 students:** 490 hours (30%)

However, regarding the Journalism option, in order to make it coincide with the common reference document of the Conférence nationale des métiers du journalisme/MESR, and also to comply with acknowledgement criteria of training programs by the Commission paritaire nationale de l'emploi des journalistes, the volume of practical work can be, depending on the availability of equipment, of 610 hours (37%): hours labeled TD with \* in tables 3.b will be conducted as TP.

Each semester, the program is divided into 4 teaching units (UE), each of them divided into modules.

Three UE for semesters 1 and 2, two UE for semesters 3 and 4 are common to all options and therefore form the “core curriculum” of the DUT information-communication. To the core curriculum were added specific “professional” UE to each of the 5 options: two for S1 and S2 and one for S3 and S4.

Furthermore, supplementary modules are aimed at creating an exhaustive study pathway for students. These modules correspond to the skills needed to work at a position that corresponds to a level III certification, should graduates choose to integrate the world of work right after they obtain their DUT.

However, should graduates choose to keep on studying in other higher education programs (level I and II certification), supplementary modules are offered as part of the adaptation of the students study pathway, depending on their personal and professional project (PPP).

In all the options and over all the semesters, language, expression, communication represent 310 hours (100h for expression, 210h for languages), divided into 160 hours of TD and 150 hours of TP; these courses correspond to 21 coefficients (over the 120 of the program): 7 for expression, 8 for the English language, 6 for the second language.

*NB: for the DUT Information-Communication, communication being a major topic of this program, the module labeled “Language, Expression, and Communication” used in the arrêté du 3 août 2005 becomes in this PPN “Expression and languages”.*

Finally, in order to adapt the program to its environment, the program of each option can be adapted by the teaching staff with a difference that cannot exceed 20% of the original program, depending on the local specificities (staff, job prospects, etc.)

Knowledge and skills assessment are set in compliance with the clauses of the arrêté du 3 août 2005. Coefficients are listed in the tables below.

**b. Program summary charts – for each option**

**Corporate communication option (semesters 1 & 2)**

**SEMESTER 1**

| TEACHING UNIT<br>(TU)   | MODULE<br>REFERENCE<br>(M) | MODULE NAME   | COEF.<br>/M | TOTAL<br>COEF.<br>/TU<br>ECTS | LECTURES<br>VOLUME | SUPERVISED<br>WORK | PRACTICAL<br>WORK<br>VOLUME | TOTAL<br>HOURS<br>STUDENT<br>/TU |           |
|---|----------------------------|---|-------------|-------------------------------|--------------------|--------------------|-----------------------------|----------------------------------|-----------|
| <b>TU 11 :<br/>EXPRESSION<br/>AND<br/>LANGUAGES –<br/>INTRODUCTION</b>  | <b>M 1101</b>              | Oral and written<br>expression  | 2           | <b>6</b>                      |                    | 15                 | 15                          | <b>30</b>                        |           |
|   | <b>M 1102</b>              | English language  | 2           |                               |                    | 15                 | 15                          | <b>30</b>                        |           |
|   | <b>M 1103</b>              | 2 <sup>nd</sup> language  | 2           |                               |                    | 15                 | 15                          | <b>30</b>                        |           |
| <b>TU 12 :<br/>HUMAN AND<br/>SOCIAL<br/>SCIENCES –<br/>INTRODUCTION</b> | <b>M 1201</b>              | Adaptation module<br>for the different<br>students profiles               | 2           | <b>8</b>                      | 15                 | 15                 |                             | <b>30</b>                        |           |
|   | <b>M 1202</b>              | General economics   | 2           |                               | 20                 | 10                 |                             | <b>30</b>                        |           |
|   | <b>M 1203</b>              | Sociology   | 2           |                               | 20                 | 10                 |                             | <b>30</b>                        |           |
|   | <b>M 1204</b>              | Information and<br>Communication<br>theories                              | 2           |                               | 20                 | 10                 |                             | <b>30</b>                        |           |
| <b>TU 13 :<br/>PROFESSIONAL<br/>LIFE STEPPING<br/>STONE</b>             | <b>M 1301</b>              | Professional and<br>personal project                                      | 1           | <b>6</b>                      |                    | 15                 |                             | <b>15</b>                        |           |
|   | <b>M 1302</b>              | Organizational<br>theory  | 2           |                               | 15                 | 15                 |                             | <b>30</b>                        |           |
|   | <b>M 1303</b>              | Information<br>research,<br>competitive<br>intelligence –<br>Introduction | 1           |                               |                    | 10                 | 10                          |                                  | <b>20</b> |
|   | <b>M 1304</b>              | IT basics   | 2           |                               |                    | 10                 | 20                          |                                  | <b>30</b> |
|   | <b>M 1305</b>              | Project management<br>– Introduction (an<br>S2 grade, see<br>M2304)       |             |                               |                    | 10                 |                             |                                  | <b>10</b> |
| <b>TU 14C :<br/>METHODOLOGY<br/>AND PRACTICE</b>                        | <b>M 14C01</b>             | Corporate<br>communication  | 3           | <b>10</b>                     | 15                 | 15                 |                             | <b>30</b>                        |           |
|   | <b>M 14C02</b>             | Media: uses and<br>markets  | 2           |                               | 15                 | 15                 |                             | <b>30</b>                        |           |
|   | <b>M 14C03</b>             | Professional<br>organizations   | 2           |                               | 10                 | 10                 | 10                          | <b>30</b>                        |           |
|   | <b>M 14C04</b>             | IT tools  | 3           |                               |                    | 10                 | 20                          |                                  | <b>30</b> |
| <b>TOTAL HOURS SEMESTER 1</b>   |                            |   | <b>30</b>   | <b>30</b>                     | <b>130</b>         | <b>200</b>         | <b>100</b>                  | <b>430</b>                       |           |



## SEMESTER 2

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|---|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|-----------|
| <b>TU 21 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>DEVELOPMENT</b>     | <b>M 2101</b>        | Written and oral expression                                   | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 2102</b>        | English language  | 2        |                      | 20              | 15              | <b>35</b>             |                         |           |
|   | <b>M 2103</b>        | 2 <sup>nd</sup> Language                                      | 2        |                      | 15              | 10              | <b>25</b>             |                         |           |
| <b>TU 22 :<br/>DECODING<br/>HUMAN AND<br/>SOCIAL SCIENCES</b>       | <b>M 2201</b>        | Adaptation module for the different students profiles         | 2        | <b>8</b>             | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 2202</b>        | General economics   | 3        |                      | 20              | 20              |                       | <b>40</b>               |           |
|   | <b>M 2203</b>        | Sociology   | 3        |                      | 20              | 20              |                       | <b>40</b>               |           |
|   | <b>M 2204</b>        | Information and Communication theories                        | 1        |                      | 5               | 10              |                       | <b>15</b>               |           |
| <b>TU 23 :<br/>PROFESSIONAL<br/>LIFE DISCOVERY</b>                  | <b>M 2301</b>        | Professional and personal project                             | 1        | <b>6</b>             |                 | 15              |                       | <b>15</b>               |           |
|   | <b>M 2302</b>        | Law principles, labor law                                     | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 2303</b>        | Techniques and practices (images, sound, etc.) – introduction | 2        |                      |                 |                 | 30                    |                         | <b>30</b> |
|   | <b>M 2304</b>        | Project management  | 1        |                      |                 | 10              |                       | <b>10</b>               |           |
|   | <b>M 2305</b>        | 2-week placement (at least 2 weeks. An S4 grade, see M4202)   |          |                      |                 |                 |                       |                         |           |
| <b>TU 24C :<br/>METHODOLOGY<br/>AND PRACTICE<br/>IMPLEMENTATION</b> | <b>M 24C01</b>       | Survey analysis and techniques                                | 1        | <b>10</b>            | 10              | 10              | 10                    | <b>30</b>               |           |
|   | <b>M 24C02</b>       | DTP   | 2        |                      |                 | 10              | 20                    | <b>30</b>               |           |
|   | <b>M 24C03</b>       | Specific communication tools                                  | 2        |                      | 10              | 10              | 10                    | <b>30</b>               |           |
|   | <b>M 24C04</b>       | Professional practice workshop (level 1)                      | 2        |                      |                 |                 | 40                    | <b>40</b>               |           |
|   | <b>M 24C05</b>       | Image semiology   | 1        |                      | 20              | 10              |                       | <b>30</b>               |           |

|                                   |                |                             |           |           |            |            |            |            |
|-----------------------------------|----------------|-----------------------------|-----------|-----------|------------|------------|------------|------------|
|                                   | <b>M 24C06</b> | Multimedia and the Internet | 2         |           | 5          | 5          | 25         | <b>35</b>  |
| <b>TOTAL HOURS SEMESTER 2</b>     |                |                             | <b>30</b> | <b>30</b> | <b>110</b> | <b>180</b> | <b>175</b> | <b>465</b> |
| <b>TOTAL HOURS SEMESTER 1 + 2</b> |                |                             | <b>60</b> | <b>60</b> | <b>240</b> | <b>380</b> | <b>275</b> | <b>895</b> |

### SEMESTER 3

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | TOTAL    |           | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|--|----------------------|---|----------|-----------|-----------------|-----------------|-----------------------|-------------------------|
|  |                      |   | COEF. /M | COEF. /TU |                 |                 |                       |                         |
| <b>TU 31 :<br/>EXPRESSION AND LANGUAGES – IMPROVEMENT</b>  | <b>M 3101</b>        | Oral and written expression                     | 2        | <b>6</b>  | 15              | 15              | 30                    | <b>15</b>               |
|  | <b>M 3102</b>        | English language                                | 3        |           | 20              | 15              | 35                    | <b>20</b>               |
|  | <b>M 3103</b>        | 2 <sup>nd</sup> language                        | 1        |           | 10              | 10              | 20                    | <b>10</b>               |
| <b>TU 32 :<br/>PROFESSIONAL LIFE PREPARATION</b>           | <b>M 3201</b>        | Professional and personal project               | 1        | <b>7</b>  |                 | 15              |                       | <b>15</b>               |
|  | <b>M 3202</b>        | Information and communication law               | 1        |           | 10              | 10              |                       | <b>20</b>               |
|  | <b>M 3203</b>        | Digital communication tools                     | 2        |           |                 | 20              | 10                    | <b>30</b>               |
|  | <b>M 3204</b>        | Supervised project (120 hours of personal work) | 3        |           |                 |                 |                       |                         |
| <b>TU 33C :<br/>METHODOLOGY AND PRACTICE FURTHER STUDY</b> | <b>M 33C01</b>       | Audiovisual                                     | 2        | <b>11</b> |                 | 10              | 20                    | <b>30</b>               |
|  | <b>M 33C02</b>       | Publishing                                      | 2        |           |                 | 20              | 10                    | <b>30</b>               |
|  | <b>M 33C03</b>       | Management techniques                           | 1        |           | 10              | 10              |                       | <b>20</b>               |
|  | <b>M 33C04</b>       | Marketing                                       | 2        |           | 10              | 20              |                       | <b>30</b>               |
|  | <b>M 33C05</b>       | Event communication                             | 1        |           | 10              | 10              |                       | <b>20</b>               |
|  | <b>M 33C06</b>       | Communication strategies                        | 2        |           | 15              | 15              | 10                    | <b>40</b>               |
|  | <b>M 33C07</b>       | Media planning                                  | 1        |           | 5               | 10              | 10                    | <b>25</b>               |
| <b>TU 34C :<br/>PRELIMINARY SUPPLEMENTARY MODULES</b>      | <b>M 34C01</b>       | Web content copywriting                         | 1,5      | <b>6</b>  | 5               | 15              | 5                     | <b>25</b>               |
|  | <b>M 34C02</b>       | Crisis, financial, accountancy communication    | 1,5      |           | 5               | 15              | 5                     | <b>25</b>               |
|  | <b>M 34C03</b>       | Cross-cultural communication                    | 1,5      |           | 5               | 15              | 5                     | <b>25</b>               |
|  | <b>M 34C04</b>       | Patronage and sponsoring                        | 1,5      |           | 5               | 15              | 5                     | <b>25</b>               |

|                               |           |           |           |            |            |            |
|-------------------------------|-----------|-----------|-----------|------------|------------|------------|
| <b>TOTAL HOURS SEMESTER 3</b> | <b>30</b> | <b>30</b> | <b>80</b> | <b>245</b> | <b>120</b> | <b>445</b> |
|-------------------------------|-----------|-----------|-----------|------------|------------|------------|

## SEMESTER 4

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | TOTAL      |                | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|--|----------------------|---|------------|----------------|-----------------|-----------------|-----------------------|-------------------------|
|  |                      |   | COEF. /M   | COEF. /TU ECTS |                 |                 |                       |                         |
| <b>TU 41 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>FINAL COURSE</b>   | <b>M 4101</b>        | Expression/Placement memoire preparation        | 1          | <b>4</b>       |                 |                 | 10                    | <b>10</b>               |
|  | <b>M 4102</b>        | English language                                | 1          |                |                 | 10              | 10                    | <b>20</b>               |
|  | <b>M 4103</b>        | 2 <sup>nd</sup> Language                        | 1          |                |                 | 10              | 10                    | <b>20</b>               |
|  | <b>M 4104</b>        | Personal and professional project               | 1          |                |                 | 15              |                       | <b>15</b>               |
| <b>TU 42 :<br/>PROFESSIONAL<br/>LIFE<br/>REALIZATION</b>           | <b>M 4201</b>        | Supervised project (180 hours of personal work) | 5          | <b>17</b>      |                 |                 |                       |                         |
|  | <b>M 4202</b>        | Placement (at least 8 weeks)                    | 12         |                |                 |                 |                       |                         |
| <b>TU 43C :<br/>METHODOLOGY<br/>AND PRACTICE<br/>REINFORCEMENT</b> | <b>M 43C01</b>       | Human resources management                      | 1          | <b>5</b>       | 10              | 10              |                       | <b>20</b>               |
|  | <b>M 43C02</b>       | Online marketing                                | 1          |                | 10              | 10              |                       | <b>20</b>               |
|  | <b>M 43C03</b>       | Digital communication                           | 1          |                | 10              |                 | 10                    | <b>20</b>               |
|  | <b>M 43C04</b>       | Professional practice workshop (level 2)        | 2          |                |                 | 25              | 30                    | <b>55</b>               |
| <b>TU 44C :<br/>CONTINUITY<br/>SUPPLEMENTARY<br/>MODULES</b>       | <b>M 44C01</b>       | Current news analysis                           | 1          | <b>4</b>       | 5               | 15              | 5                     | <b>25</b>               |
|  | <b>M 44C02</b>       | Cultural communication                          | 1          |                | 5               | 15              | 5                     | <b>25</b>               |
|  | <b>M 44C03</b>       | Business creation                               | 1          |                | 5               | 15              | 5                     | <b>25</b>               |
|  | <b>M 44C04</b>       | Consumption sociology                           | 1          |                | 5               | 10              | 10                    | <b>25</b>               |
| <b>TOTAL HOURS SEMESTER 4</b>                                      |                      |   | <b>30</b>  | <b>30</b>      | <b>50</b>       | <b>135</b>      | <b>95</b>             | <b>280</b>              |
| <b>TOTAL HOURS SEMESTER 3 + 4</b>                                  |                      |   | <b>60</b>  | <b>60</b>      | <b>130</b>      | <b>380</b>      | <b>215</b>            | <b>725</b>              |
| <b>TOTAL HOURS SEMESTER 1 + 2 + 3 + 4</b>                          |                      |   | <b>120</b> | <b>120</b>     | <b>370</b>      | <b>760</b>      | <b>490</b>            | <b>1620</b>             |

Corporate digital information option

## SEMESTER 1

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|---|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|-----------|
| <b>TU 11 :<br/>EXPRESSION<br/>AND<br/>LANGUAGES –<br/>INTRODUCTION</b>  | <b>M 1101</b>        | Oral and written expression                                   | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 1102</b>        | English language  | 2        |                      |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 1103</b>        | 2 <sup>nd</sup> language                                      | 2        |                      |                 | 15              | 15                    | <b>30</b>               |           |
| <b>TU 12 :<br/>HUMAN AND<br/>SOCIAL<br/>SCIENCES –<br/>INTRODUCTION</b> | <b>M 1201</b>        | Adaptation module for the different students profiles         | 2        | <b>8</b>             | 15              | 15              |                       | <b>30</b>               |           |
|   | <b>M 1202</b>        | General economics   | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 1203</b>        | Sociology   | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 1204</b>        | Information and communication theories                        | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
| <b>TU 13 :<br/>PROFESSIONAL<br/>LIFE STEPPING<br/>STONE</b>             | <b>M 1301</b>        | Professional and personal project                             | 1        | <b>6</b>             |                 | 15              |                       | <b>15</b>               |           |
|   | <b>M 1302</b>        | Organizational theory   | 2        |                      | 15              | 15              |                       | <b>30</b>               |           |
|   | <b>M 1303</b>        | Information research, competitive intelligence – introduction | 1        |                      |                 | 10              | 10                    |                         | <b>20</b> |
|   | <b>M 1304</b>        | It basics   | 2        |                      |                 | 10              | 20                    |                         | <b>30</b> |
|   | <b>M 1305</b>        | Project management – introduction (ans2 grade, see m2304)     |          |                      |                 | 10              |                       |                         | <b>10</b> |
| <b>TU 14C :<br/>METHODOLOGY<br/>AND PRACTICE<br/>INITIATION</b>         | <b>M 14C01</b>       | Information culture   | 1        | <b>10</b>            | 10              |                 |                       | <b>10</b>               |           |
|   | <b>M 14C02</b>       | Communication basics  | 2        |                      | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 14C03</b>       | Technical information research                                | 2        |                      | 10              | 10              |                       | <b>20</b>               |           |

|                               |                |  |           |           |            |            |            |            |
|-------------------------------|----------------|--|-----------|-----------|------------|------------|------------|------------|
|                               | <b>M 14C04</b> | Internet content publishing, dtp         | 2         |           | 5          | 10         | 10         | <b>25</b>  |
|                               | <b>M 14C05</b> | Audiovisual creation: photography, sound | 1         |           | 5          |            | 15         | <b>20</b>  |
|                               | <b>M 14C06</b> | Content analysis, review, and summary    | 2         |           |            | 20         |            | <b>20</b>  |
| <b>TOTAL HOURS SEMESTER 1</b> |                |  | <b>30</b> | <b>30</b> | <b>120</b> | <b>200</b> | <b>105</b> | <b>425</b> |

## SEMESTER 2

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | TOTAL    |           | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|---|----------------------|---|----------|-----------|-----------------|-----------------|-----------------------|-------------------------|-----------|
|   |                      |   | COEF. /M | COEF. /TU |                 |                 |                       |                         |           |
| <b>TU 21 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>DEVELOPMENT</b>     | <b>M 2101</b>        | Written and oral expression                                   | 2        | <b>6</b>  |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 2102</b>        | English language  | 2        |           | 20              | 15              | <b>35</b>             |                         |           |
|   | <b>M 2103</b>        | 2 <sup>nd</sup> Language                                      | 2        |           | 15              | 10              | <b>25</b>             |                         |           |
| <b>TU 22 :<br/>DECODING<br/>HUMAN AND<br/>SOCIAL SCIENCES</b>       | <b>M 2201</b>        | Linguistics, semiology  | 2        | <b>8</b>  | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 2202</b>        | Human and social sciences in-depth study                      | 3        |           | 20              | 20              |                       | <b>40</b>               |           |
|   | <b>M 2203</b>        | General knowledge and humanities                              | 2        |           | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 2204</b>        | Digital culture   | 1        |           | 5               | 10              |                       | <b>15</b>               |           |
| <b>TU 23 :<br/>PROFESSIONAL<br/>LIFE DISCOVERY</b>                  | <b>M 2301</b>        | Professional and personal project                             | 1        | <b>6</b>  |                 | 15              |                       | <b>15</b>               |           |
|   | <b>M 2302</b>        | Law principles, labor law                                     | 2        |           | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 2303</b>        | Techniques and practices (images, sound, etc.) – introduction | 2        |           |                 |                 | 30                    |                         | <b>30</b> |
|   | <b>M 2304</b>        | Project management  | 1        |           |                 | 10              |                       | <b>10</b>               |           |
|   | <b>M 2305</b>        | 2-week placement (at least 2 weeks. An S4 grade, see M4202)   |          |           |                 |                 |                       |                         |           |
| <b>TU 24I :<br/>METHODOLOGY<br/>AND PRACTICE<br/>IMPLEMENTATION</b> | <b>M 24I01</b>       | Information economy   | 2        | <b>10</b> | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 24I02</b>       | e reputation  | 2        |           |                 | 10              | 10                    | <b>20</b>               |           |
|   | <b>M 24I03</b>       | Documents data base   | 2        |           | 8               |                 | 12                    | <b>20</b>               |           |

|                                   |         |                        |           |           |            |            |            |            |
|-----------------------------------|---------|------------------------|-----------|-----------|------------|------------|------------|------------|
|                                   | M 24104 | Information monitoring | 2         |           | 8          | 10         | 12         | 30         |
|                                   | M 24105 | Web site design        | 1         |           | 4          | 10         | 16         | 30         |
|                                   | M 24106 | Metadata               | 1         |           | 5          | 5          | 10         | 20         |
| <b>TOTAL HOURS SEMESTER 2</b>     |         |                        | <b>30</b> | <b>30</b> | <b>100</b> | <b>180</b> | <b>130</b> | <b>410</b> |
| <b>TOTAL HOURS SEMESTER 1 + 2</b> |         |                        | <b>60</b> | <b>60</b> | <b>220</b> | <b>380</b> | <b>235</b> | <b>835</b> |

### SEMESTER 3

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|--|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|
| <b>TU 31 :<br/>EXPRESSION AND<br/>LANGUAGES –<br/>IMPROVEMENT</b>  | M 3101               | Oral and written expression                     | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |
|  | M 3102               | English language                                | 3        |                      | 20              | 15              | <b>35</b>             |                         |
|  | M 3103               | 2 <sup>nd</sup> language                        | 1        |                      | 10              | 10              | <b>20</b>             |                         |
| <b>TU 32 :<br/>PROFESSIONAL<br/>LIFE<br/>PREPARATION</b>           | M 3201               | Professional and personal project               | 1        | <b>7</b>             |                 | 15              |                       | <b>15</b>               |
|  | M 3202               | Information and communication law               | 1        |                      | 10              | 10              | <b>20</b>             |                         |
|  | M 3203               | Digital communication tools                     | 2        |                      | 20              | 10              | <b>30</b>             |                         |
|  | M 3204               | Supervised project (120 hours of personal work) | 3        |                      |                 |                 |                       |                         |
| <b>TU 31C :<br/>METHODOLOGY<br/>AND PRACTICE<br/>FURTHER STUDY</b> | M 33101              | User training                                   | 1        | <b>11</b>            |                 | 10              | 10                    | <b>20</b>               |
|  | M 33102              | Digital communication strategy                  | 1        |                      | 20              | 10              | <b>30</b>             |                         |
|  | M 33103              | Collective intelligence                         | 2        |                      | 20              | 10              | <b>30</b>             |                         |
|  | M 33104              | IT systems analysis                             | 2        |                      | 10              | 20              | <b>30</b>             |                         |
|  | M 33105              | Relational database                             | 1        |                      | 10              | 10              | 10                    | <b>30</b>               |
|  | M 33106              | Monitoring service                              | 2        |                      | 10              | 10              | 10                    | <b>30</b>               |
|  | M 33107              | Photography and video library management        | 1        |                      | 10              | 10              |                       | <b>20</b>               |

|   |                               |                                |     |          |           |           |            |            |
|---|-------------------------------|--------------------------------|-----|----------|-----------|-----------|------------|------------|
|   | <b>M 33I08</b>                | Digital archiving              | 1   |          | 10        | 10        |            | <b>20</b>  |
| <b>TU 34I :<br/>PRELIMINARY<br/>SUPPLEMENTARY<br/>MODULES</b> | <b>M 34I01C</b>               | Specific professional contexts | 1,5 | <b>6</b> | 10        | 10        | 5          | <b>25</b>  |
|   | <b>M 34I02C</b>               | Placement preparation          | 1,5 |          | 10        | 10        | 5          | <b>25</b>  |
|   | <b>M 34I03C</b>               | Cultural open-mindedness       | 1,5 |          | 10        | 10        | 5          | <b>25</b>  |
|   | <b>M 34I04C</b>               | Personal development           | 1,5 |          | 10        | 10        | 5          | <b>25</b>  |
|   | <b>TOTAL HOURS SEMESTER 3</b> |                                |     |          | <b>30</b> | <b>30</b> | <b>100</b> | <b>240</b> |

## SEMESTER 4

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDEN /TU |
|--|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|------------------------|
| <b>TU 41 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>FINAL COURSE</b>   | <b>M 4101</b>        | Expression/Placement memoire preparation        | 1        | <b>4</b>             |                 |                 | 10                    | <b>10</b>              |
|  | <b>M 4102</b>        | English language                                | 1        |                      | 10              | 10              | <b>20</b>             |                        |
|  | <b>M 4103</b>        | 2 <sup>nd</sup> Language                        | 1        |                      | 10              | 10              | <b>20</b>             |                        |
|  | <b>M 4104</b>        | Personal and professional project               | 1        |                      | 15              | <b>15</b>       |                       |                        |
| <b>TU 42 :<br/>PROFESSIONAL<br/>LIFE<br/>REALIZATION</b>           | <b>M 4201</b>        | Supervised project (180 hours of personal work) | 5        | <b>17</b>            |                 |                 |                       |                        |
|  | <b>M 4202</b>        | Placement (at least 8 weeks)                    | 12       |                      |                 |                 |                       |                        |
| <b>TU 43I :<br/>METHODOLOGY<br/>AND PRACTICE<br/>REINFORCEMENT</b> | <b>M 43I01</b>       | IT systems implementation                       | 1        | <b>5</b>             | 10              | 15              | 10                    | <b>35</b>              |
|  | <b>M 43I02</b>       | Monitoring project                              | 1        |                      | 15              | 20              | <b>35</b>             |                        |
|  | <b>M 43I03</b>       | Collaborative publishing project                | 1        |                      | 15              | 20              | <b>35</b>             |                        |
|  | <b>M 43I04</b>       | Digitization project                            | 1        |                      | 15              | 15              | <b>30</b>             |                        |
|  | <b>M 43I05</b>       | Internet referencing                            | 1        |                      | 5               | 10              | <b>15</b>             |                        |
| <b>TU 44I :<br/>CONTINUITY<br/>SUPPLEMENTARY<br/>MODULES</b>       | <b>M 44I01C</b>      | Specialized professional practice               | 1        | <b>4</b>             | 10              | 10              | 5                     | <b>25</b>              |
|  | <b>M 44I02C</b>      | Job search/national exam preparation            | 1        |                      | 10              | 10              | 5                     | <b>25</b>              |
|  | <b>M 44I03C</b>      | Cross-cultural open-mindedness                  | 1        |                      | 10              | 10              | 5                     | <b>25</b>              |
|  | <b>M 44I04C</b>      | Interpersonal development                       | 1        |                      | 10              | 10              | 5                     | <b>25</b>              |

|   |            |            |            |            |            |             |
|---|------------|------------|------------|------------|------------|-------------|
| <b>TOTAL HOURS SEMESTER 4</b>             | <b>30</b>  | <b>30</b>  | <b>50</b>  | <b>140</b> | <b>125</b> | <b>315</b>  |
| <b>TOTAL HOURS SEMESTER 3 + 4</b>         | <b>60</b>  | <b>60</b>  | <b>150</b> | <b>380</b> | <b>255</b> | <b>785</b>  |
| <b>TOTAL HOURS SEMESTER 1 + 2 + 3 + 4</b> | <b>120</b> | <b>120</b> | <b>370</b> | <b>760</b> | <b>490</b> | <b>1620</b> |

Journalism option

## SEMESTER 1

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|---|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|-----------|
| <b>TU 11 :<br/>EXPRESSION<br/>AND<br/>LANGUAGES –<br/>INTRODUCTION</b>  | <b>M 1101</b>        | Oral and written expression                                   | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 1102</b>        | English language  | 2        |                      |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 1103</b>        | 2 <sup>nd</sup> language                                      | 2        |                      |                 | 15              | 10                    | <b>25</b>               |           |
| <b>TU 12 :<br/>HUMAN AND<br/>SOCIAL<br/>SCIENCES –<br/>INTRODUCTION</b> | <b>M 1201</b>        | Adaptation module for the different students profiles         | 2        | <b>8</b>             | 15              | 15              |                       | <b>30</b>               |           |
|   | <b>M 1202</b>        | General economics   | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 1203</b>        | Sociology   | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 1204</b>        | Information and communication theories                        | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
| <b>TU 13 :<br/>PROFESSIONAL<br/>LIFE STEPPING<br/>STONE</b>             | <b>M 1301</b>        | Professional and personal project                             | 1        | <b>6</b>             |                 | 15              |                       | <b>15</b>               |           |
|   | <b>M 1302</b>        | Organizational theory   | 2        |                      | 15              | 15              |                       | <b>30</b>               |           |
|   | <b>M 1303</b>        | Information research, competitive intelligence – introduction | 1        |                      |                 | 10              | 10                    |                         | <b>20</b> |
|   | <b>M 1304</b>        | It basics   | 2        |                      |                 | 10              | 20                    |                         | <b>30</b> |
|   | <b>M 1305</b>        | Project management – introduction (an s2 grade, see           |          |                      |                 | 10              |                       |                         | <b>10</b> |



|   |                |                                |           |           |            |            |            |            |
|---|----------------|--------------------------------|-----------|-----------|------------|------------|------------|------------|
|   |                | m2304)                         |           |           |            |            |            |            |
| <b>TU 14J :<br/>METHODOLOGY<br/>AND PRACTICE<br/>INITIATION</b> | <b>M 14J01</b> | Journalism tools               | 2         | <b>10</b> |            | 40         | <b>40</b>  |            |
|   | <b>M 14J02</b> | Institutions law and knowledge | 2         |           | 20         | 10         | <b>30</b>  |            |
|   | <b>M 14J03</b> | Media and journalism sociology | 2         |           | 20         | 10         | <b>30</b>  |            |
|   | <b>M 14J04</b> | Media and journalism history   | 2         |           | 20         | 10         | <b>30</b>  |            |
|   | <b>M 14J05</b> | Current news monitoring        | 2         |           |            | 20         | <b>20</b>  |            |
| <b>TOTAL HOURS SEMESTER 1</b>                                   |                |                                | <b>30</b> | <b>30</b> | <b>150</b> | <b>200</b> | <b>110</b> | <b>460</b> |

## SEMESTER 2

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|---|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|-----------|
| <b>TU 21 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>DEVELOPMENT</b> | <b>M 2101</b>        | Written and oral expression                                   | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 2102</b>        | English language  | 2        |                      | 20              | 15              | <b>35</b>             |                         |           |
|   | <b>M 2103</b>        | 2 <sup>nd</sup> Language                                      | 2        |                      | 15              | 10              | <b>25</b>             |                         |           |
| <b>TU 22 :<br/>DECODING<br/>HUMAN AND<br/>SOCIAL SCIENCES</b>   | <b>M 2201</b>        | Linguistics, semiology  | 2        | <b>8</b>             | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 2202</b>        | Human and social sciences in-depth study                      | 3        |                      | 20              | 20              |                       | <b>40</b>               |           |
|   | <b>M 2203</b>        | General knowledge and humanities                              | 2        |                      | 10              | 10              |                       | <b>20</b>               |           |
|   | <b>M 2204</b>        | Digital culture   | 1        |                      | 5               | 10              |                       | <b>15</b>               |           |
| <b>TU 23 :<br/>PROFESSIONAL<br/>LIFE DISCOVERY</b>              | <b>M 2301</b>        | Professional and personal project                             | 1        | <b>6</b>             |                 | 15              |                       | <b>15</b>               |           |
|   | <b>M 2302</b>        | Law principles, labor law                                     | 2        |                      | 20              | 10              |                       | <b>30</b>               |           |
|   | <b>M 2303</b>        | Techniques and practices (images, sound, etc.) – introduction | 2        |                      |                 |                 | 30                    |                         | <b>30</b> |
|   | <b>M 2304</b>        | Project management  | 1        |                      |                 | 10              |                       | <b>10</b>               |           |
|   | <b>M 2305</b>        | 2-week placement (at least 2 weeks. An S4 grade, see M4202)   |          |                      |                 |                 |                       |                         |           |

|   |                |  |           |           |            |            |            |            |           |
|---|----------------|--|-----------|-----------|------------|------------|------------|------------|-----------|
| <b>TU 24J :<br/>METHODOLOGY<br/>AND PRACTICE<br/>IMPLEMENTATION</b> | <b>M 24J01</b> | Media and journalism economics                   | 2         | <b>10</b> | 20         | 10         |            | <b>30</b>  |           |
|   | <b>M 24J02</b> | Journalistic, printed press, and web copywriting | 2         |           |            |            | 30         |            | <b>30</b> |
|   | <b>M 24J03</b> | Audiovisual content creation (radio, television) | 2         |           |            |            | 30         |            | <b>30</b> |
|   | <b>M 24J04</b> | Information flow management                      | 2         |           |            |            | 15         |            | <b>15</b> |
|   | <b>M 24J05</b> | Information critical analysis                    | 2         |           |            |            | 25         |            | <b>25</b> |
| <b>TOTAL HOURS SEMESTER 2</b>                                       |                |  | <b>30</b> | <b>30</b> | <b>85</b>  | <b>185</b> | <b>130</b> | <b>400</b> |           |
| <b>TOTAL HOURS SEMESTER 1 + 2</b>                                   |                |  | <b>60</b> | <b>60</b> | <b>235</b> | <b>385</b> | <b>240</b> | <b>860</b> |           |

### SEMESTER 3

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|--|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|-----------|
| <b>TU 31 :<br/>EXPRESSION AND LANGUAGES – IMPROVEMENT</b>  | <b>M 3101</b>        | Oral and written expression                     | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |           |
|  | <b>M 3102</b>        | English language                                | 3        |                      |                 | 20              | 15                    | <b>35</b>               |           |
|  | <b>M 3103</b>        | 2 <sup>nd</sup> language                        | 1        |                      |                 | 10              | 10                    | <b>20</b>               |           |
| <b>TU 32 :<br/>PROFESSIONAL LIFE PREPARATION</b>           | <b>M 3201</b>        | Professional and personal project               | 1        | <b>7</b>             |                 | 15              |                       | <b>15</b>               |           |
|  | <b>M 3202</b>        | Information and communication law               | 1        |                      |                 | 10              | 10                    | <b>20</b>               |           |
|  | <b>M 3203</b>        | Digital communication tools                     | 2        |                      |                 | 20              | 10                    | <b>30</b>               |           |
|  | <b>M 3204</b>        | Supervised project (120 hours of personal work) | 3        |                      |                 |                 |                       |                         |           |
| <b>TU 31J :<br/>METHODOLOGY AND PRACTICE FURTHER STUDY</b> | <b>M 33J01</b>       | Journalism ethics                               | 2        | <b>11</b>            | 20              | 10              |                       | <b>30</b>               |           |
|  | <b>M 33J02</b>       | Internet sociology and issues                   | 2        |                      |                 | 25              |                       | <b>25</b>               |           |
|  | <b>M 33J03</b>       | Online information techniques                   | 2        |                      |                 | 10              | 10                    | 20                      | <b>40</b> |
|  | <b>M 33J04</b>       | Editorial productions                           | 2        |                      |                 |                 |                       | 50                      | <b>50</b> |
|  | <b>M 33J05</b>       | International news analysis                     | 1        |                      |                 |                 | 20                    |                         | <b>20</b> |

|   |          |                                 |           |           |           |            |            |            |
|---|----------|---------------------------------|-----------|-----------|-----------|------------|------------|------------|
|   | M 33J06  | Journalists' interlocutors      | 1         |           | 25        |            | 25         |            |
|   | M 33J07  | Copywriting techniques          | 1         |           |           | 30         | 30         |            |
| TU 34J :<br>PRELIMINARY<br>SUPPLEMENTARY<br>MODULES | M 34J01C | Survey analysis and techniques  | 2         | 6         | 10        | 10         | 10         | 30         |
|   | M 34J02C | Written forms and images        | 2         |           | 10        | 10         | 20         | 40         |
|   | M 34J03C | Radio and tv content production | 2         |           |           | 30*        |            | 30         |
| <b>TOTAL HOURS SEMESTER 3</b>                       |          |                                 | <b>30</b> | <b>30</b> | <b>85</b> | <b>205</b> | <b>180</b> | <b>470</b> |

## SEMESTER 4

| TEACHING UNIT (TU)                                       | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDEN /TU |    |
|--|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|------------------------|----|
| TU 41 :<br>EXPRESSION AND<br>LANGUAGES<br>FINAL COURSE   | M 4101               | Expression/Placement memoire preparation        | 1        | 4                    |                 |                 |                       | 65                     |    |
|  | M 4102               | English language                                | 1        |                      |                 |                 | 10                    | 10                     |    |
|  | M 4103               | 2 <sup>nd</sup> Language                        | 1        |                      |                 |                 | 10                    | 10                     | 20 |
|  | M 4104               | Personal and professional project               | 1        |                      |                 |                 | 10                    | 10                     | 20 |
| TU 42 :<br>PROFESSIONAL<br>LIFE<br>REALIZATION           | M 4201               | Supervised project (180 hours of personal work) | 5        | 17                   |                 |                 |                       |                        |    |
|  | M 4202               | Placement (at least 8 weeks)                    | 12       |                      |                 |                 |                       |                        |    |
| TU 43J :<br>METHODOLOGY<br>AND PRACTICE<br>REINFORCEMENT | M 43I01              | Editorial design                                | 1        | 5                    | 10              | 25              |                       | 35                     |    |
|  | M 43I02              | Information strategic issues                    | 1        |                      | 20              |                 |                       | 20                     |    |
|  | M 43I03              | Journalism environment and organization         | 1        |                      | 20              |                 |                       |                        | 20 |
|  | M 43I04              | Technical information analysis                  | 2        |                      |                 | 30              | 20                    |                        | 50 |
| TU 44J :<br>CONTINUITY                                   | M 44I01C             | Production workshops: printed                   | 1        | 4                    |                 | 25*             |                       | 25                     |    |

|   |          |                                |            |            |            |            |            |             |
|---|----------|--------------------------------|------------|------------|------------|------------|------------|-------------|
| <b>SUPPLEMENTARY<br/>MODULES</b>          | press    |                                |            |            |            |            |            |             |
|   | M 44I02C | Production workshops: radio    | 1          |            | 25*        | 25         |            |             |
|   | M 44I03C | Production workshops: TV       | 1          |            | 25*        | 25         |            |             |
|   | M 44I04C | Production workshops: Internet | 1          |            | 25*        | 25         |            |             |
| <b>TOTAL HOURS SEMESTER 4</b>             |          |                                | <b>30</b>  | <b>30</b>  | <b>50</b>  | <b>190</b> | <b>50</b>  | <b>290</b>  |
| <b>TOTAL HOURS SEMESTER 3 + 4</b>         |          |                                | <b>60</b>  | <b>60</b>  | <b>135</b> | <b>395</b> | <b>230</b> | <b>760</b>  |
| <b>TOTAL HOURS SEMESTER 1 + 2 + 3 + 4</b> |          |                                | <b>120</b> | <b>120</b> | <b>370</b> | <b>780</b> | <b>470</b> | <b>1620</b> |

**Publishing and book trade option**

**SEMESTER 1**

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|---|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|
| <b>TU 11 :<br/>EXPRESSION<br/>AND<br/>LANGUAGES –<br/>INTRODUCTION</b>  | M 1101               | Oral and written expression                           | 2        | 6                    |                 | 15              | 15                    | 30                      |
|   | M 1102               | English language                                      | 2        |                      | 15              | 15              | 30                    |                         |
|   | M 1103               | 2 <sup>nd</sup> language                              | 2        |                      | 15              | 15              | 30                    |                         |
| <b>TU 12 :<br/>HUMAN AND<br/>SOCIAL<br/>SCIENCES –<br/>INTRODUCTION</b> | M 1201               | Adaptation module for the different students profiles | 2        | 8                    | 15              | 15              |                       | 30                      |
|   | M 1202               | General economics                                     | 2        |                      | 20              | 10              |                       | 30                      |
|   | M 1203               | Sociology   | 2        |                      | 20              | 10              |                       | 30                      |
|   | M 1204               | Information and communication theories                | 2        |                      | 20              | 10              |                       | 30                      |
| <b>TU 13 :<br/>PROFESSIONAL<br/>LIFE STEPPING<br/>STONE</b>             | M 1301               | Professional and personal project                     | 1        | 6                    |                 | 15              |                       | 15                      |
|   | M 1302               | Organizational theory                                 | 2        |                      | 15              | 15              |                       | 30                      |

|   |                |   |           |           |            |            |            |            |
|---|----------------|---|-----------|-----------|------------|------------|------------|------------|
|   | <b>M 1303</b>  | Information research, competitive intelligence – introduction | 1         |           | 10         | 10         | <b>20</b>  |            |
|   | <b>M 1304</b>  | It basics   | 2         |           | 10         | 20         | <b>30</b>  |            |
|   | <b>M 1305</b>  | Project management – introduction (ans2 grade, see m2304)     |           |           | 10         |            | <b>10</b>  |            |
| <b>TU 14M :<br/>METHODOLOGY<br/>AND PRACTICE<br/>INITIATION</b> | <b>M 14M01</b> | Book history, bibliography/Art and heritage history           | 3         | <b>10</b> | 30         |            | <b>30</b>  |            |
|   | <b>M 14M02</b> | Documentary techniques  | 3         |           | 10         | 20         | <b>30</b>  |            |
|   | <b>M 14M03</b> | Trade-specific tools  | 4         |           |            | 40         | <b>40</b>  |            |
| <b>TOTAL HOURS SEMESTER 1</b>                                   |                |   | <b>30</b> | <b>30</b> | <b>120</b> | <b>160</b> | <b>130</b> | <b>410</b> |

## SEMESTER 2

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME                              | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|---|----------------------|--|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|
| <b>TU 21 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>DEVELOPMENT</b> | <b>M 2101</b>        | Written and oral expression              | 2        | <b>6</b>             |                 | 15              | 15                    | <b>30</b>               |
|   | <b>M 2102</b>        | English language                         | 2        |                      | 20              | 15              | <b>35</b>             |                         |
|   | <b>M 2103</b>        | 2 <sup>nd</sup> Language                 | 2        |                      | 15              | 10              | <b>25</b>             |                         |
| <b>TU 22 :<br/>DECODING<br/>HUMAN AND<br/>SOCIAL SCIENCES</b>   | <b>M 2201</b>        | Linguistics, semiology                   | 2        | <b>8</b>             | 10              | 10              |                       | <b>20</b>               |
|   | <b>M 2202</b>        | Human and social sciences in-depth study | 3        |                      | 20              | 20              |                       | <b>40</b>               |
|   | <b>M 2203</b>        | General knowledge and humanities         | 2        |                      | 20              | 20              |                       | <b>40</b>               |
|   | <b>M 2204</b>        | Digital culture                          | 1        |                      | 5               | 10              |                       | <b>15</b>               |
| <b>TU 23 :<br/>PROFESSIONAL<br/>LIFE DISCOVERY</b>              | <b>M 2301</b>        | Professional and personal project        | 1        | <b>6</b>             |                 | 15              |                       | <b>15</b>               |
|   | <b>M 2302</b>        | Law principles, labor law                | 2        |                      | 20              | 10              |                       | <b>30</b>               |
|   | <b>M 2303</b>        | Techniques and practices                 | 2        |                      |                 |                 | 30                    | <b>30</b>               |

|   |                                      |   |           |           |            |            |            |            |
|---|--------------------------------------|---|-----------|-----------|------------|------------|------------|------------|
|   | (images, sound, etc.) – introduction |   |           |           |            |            |            |            |
|   | M 2304                               | Project management  | 1         |           |            | 10         | 10         |            |
|   | M 2305                               | 2-week placement (at least 2 weeks. An S4 grade, see M4202) |           |           |            |            |            |            |
| <b>TU 24M :<br/>METHODOLOGY<br/>AND PRACTICE<br/>IMPLEMENTATION</b> | M 24M01                              | Indexation and catalog making                               | 2         | <b>10</b> |            | 20         | 20         |            |
|   | M 24M02                              | Documentary IT systems                                      | 2         |           |            |            | 30         | 30         |
|   | M 24M03                              | Reading and cultural practice sociology                     | 3         |           |            | 20         | 10         | 30         |
|   | M 24M04                              | Trade specific techniques                                   | 3         |           |            |            | 30         | 30         |
| <b>TOTAL HOURS SEMESTER 2</b>                                       |                                      |   | <b>30</b> | <b>30</b> | <b>85</b>  | <b>195</b> | <b>100</b> | <b>380</b> |
| <b>TOTAL HOURS SEMESTER 1 + 2</b>                                   |                                      |   | <b>60</b> | <b>60</b> | <b>205</b> | <b>355</b> | <b>230</b> | <b>790</b> |

### SEMESTER 3

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|---|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|-------------------------|
| <b>TU 31 :<br/>EXPRESSION AND<br/>LANGUAGES –<br/>IMPROVEMENT</b> | M 3101               | Oral and written expression                     | 2        | <b>6</b>             |                 | 15              | 15                    | 30                      |
|   | M 3102               | English language                                | 3        |                      |                 | 20              | 15                    | 35                      |
|   | M 3103               | 2 <sup>nd</sup> language                        | 1        |                      |                 | 10              | 10                    | 20                      |
| <b>TU 32 :<br/>PROFESSIONAL<br/>LIFE<br/>PREPARATION</b>          | M 3201               | Professional and personal project               | 1        | <b>7</b>             |                 | 15              |                       | 15                      |
|   | M 3202               | Information and communication law               | 1        |                      |                 | 10              | 10                    | 20                      |
|   | M 3203               | Digital communication tools                     | 2        |                      |                 | 20              | 10                    | 30                      |
|   | M 3204               | Supervised project (120 hours of personal work) | 3        |                      |                 |                 |                       |                         |
| <b>TU 3IM :<br/>METHODOLOGY<br/>AND PRACTICE</b>                  | M 3M01               | Bibliography and document research              | 1        | <b>11</b>            |                 |                 | 30                    | 30                      |

|                               |   |   |                 |           |            |            |            |            |           |
|-------------------------------|---|---|-----------------|-----------|------------|------------|------------|------------|-----------|
| <b>FURTHER STUDY</b>          | <b>M 33M02</b>                                    | Cultural goods economy  | 1               |           | 15         |            | <b>15</b>  |            |           |
|                               | <b>M 33M03</b>                                    | Literary and artistic property law                            | 1               |           | 20         |            |            | <b>20</b>  |           |
|                               | <b>M 33M04</b>                                    | Audience analysis, event management, and communication        | 1               |           | 20         | 10         |            |            | <b>30</b> |
|                               | <b>M 33M05</b>                                    | Specific management software applications                     | 1               |           |            |            | 30         | <b>30</b>  |           |
|                               | <b>M 33M06</b>                                    | Political and administrative organization – Cultural policies | 2               |           | 30         |            |            | <b>30</b>  |           |
|                               | <b>M 33M07</b>                                    | DTP   | 1               |           |            |            | 30         | <b>30</b>  |           |
|                               | <b>M 33M08</b>                                    | Trade specific techniques                                     | 3               |           | 50         | 30         |            |            | <b>80</b> |
|                               | <b>TU 34M : PRELIMINARY SUPPLEMENTARY MODULES</b> | <b>M 34M01C</b>   | Trade awareness |           | 1,5        | <b>6</b>   | 10         | 15         | <b>25</b> |
| <b>M 34M02C</b>               |   | Professional copywriting                                      | 1,5             | 25        |            |            | <b>25</b>  |            |           |
| <b>M 34M03C</b>               |   | Cross-cultural communication                                  | 1,5             | 10        | 15         |            | <b>25</b>  |            |           |
| <b>M 34M04C</b>               |   | General culture and heritage knowledge                        | 1,5             | 10        | 15         |            | <b>25</b>  |            |           |
| <b>TOTAL HOURS SEMESTER 3</b> |   |   | <b>30</b>       | <b>30</b> | <b>110</b> | <b>235</b> | <b>170</b> | <b>515</b> |           |

## SEMESTER 4

| TEACHING UNIT (TU)                                   | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDEN /TU |
|--|----------------------|---|----------|----------------------|-----------------|-----------------|-----------------------|------------------------|
| <b>TU 41 : EXPRESSION AND LANGUAGES FINAL COURSE</b> | <b>M 4101</b>        | Expression/Placement memoire preparation        | 1        | <b>4</b>             |                 |                 | 10                    | <b>10</b>              |
|  | <b>M 4102</b>        | English language                                | 1        |                      | 10              | 10              | <b>20</b>             |                        |
|  | <b>M 4103</b>        | 2 <sup>nd</sup> Language                        | 1        |                      | 10              | 10              | <b>20</b>             |                        |
|  | <b>M 4104</b>        | Personal and professional project               | 1        |                      | 15              |                 | <b>15</b>             |                        |
| <b>TU 42 : PROFESSIONAL LIFE REALIZATION</b>         | <b>M 4201</b>        | Supervised project (180 hours of personal work) | 5        | <b>17</b>            |                 |                 |                       |                        |
|  | <b>M 4202</b>        | Placement (at least 8 weeks)                    | 12       |                      |                 |                 |                       |                        |

|  |                 |   |            |            |            |            |            |             |
|--|-----------------|---|------------|------------|------------|------------|------------|-------------|
| <b>TU 43M :<br/>METHODOLOGY<br/>AND PRACTICE<br/>REINFORCEMENT</b> | <b>M 43M01</b>  | Workshops   | 1          | <b>5</b>   | 10         | 20         | <b>30</b>  |             |
|  | <b>M 43M02</b>  | Electronic documents  | 1          |            | 30         | <b>30</b>  |            |             |
|  | <b>M 43M03</b>  | Summary   | 1          |            | 30         | <b>30</b>  |            |             |
|  | <b>M 43M04</b>  | Editorial production and acquisition policy                 | 1          |            | 30         | <b>30</b>  |            |             |
|  | <b>M 43M05</b>  | Trade specific techniques                                   | 1          |            | 30         | <b>30</b>  |            |             |
| <b>TU 44M :<br/>CONTINUITY<br/>SUPPLEMENTARY<br/>MODULES</b>       | <b>M 44M01C</b> | Mediation and communication                                 | 1          | <b>4</b>   | 5          | 20         | <b>25</b>  |             |
|  | <b>M 44M02C</b> | Cultural goods and services management and trade            | 1          |            | 5          | 20         | <b>25</b>  |             |
|  | <b>M 44M03C</b> | Professional life integration and national exam preparation | 1          |            | 5          | 20         | <b>25</b>  |             |
|  | <b>M 44M04C</b> | Trade specific techniques                                   | 1          |            | 15         | 10         | <b>25</b>  |             |
| <b>TOTAL HOURS SEMESTER 4</b>                                      |                 |   | <b>30</b>  | <b>30</b>  | <b>55</b>  | <b>170</b> | <b>90</b>  | <b>315</b>  |
| <b>TOTAL HOURS SEMESTER 3 + 4</b>                                  |                 |   | <b>60</b>  | <b>60</b>  | <b>165</b> | <b>405</b> | <b>260</b> | <b>830</b>  |
| <b>TOTAL HOURS SEMESTER 1 + 2 + 3 + 4</b>                          |                 |   | <b>120</b> | <b>120</b> | <b>370</b> | <b>760</b> | <b>490</b> | <b>1620</b> |



Advertizing option

**SEMESTER 1**

| TEACHING UNIT<br>(TU)   | MODULE<br>REFERENCE<br>(M) | MODULE NAME   | COEF.<br>/M | TOTAL<br>COEF. /TU<br>ECTS | LECTURES<br>VOLUME | SUPERVISED<br>WORK | PRACTICAL<br>WORK<br>VOLUME | TOTAL<br>HOURS<br>STUDENT<br>/TU |           |
|---|----------------------------|---|-------------|----------------------------|--------------------|--------------------|-----------------------------|----------------------------------|-----------|
| <b>TU 11 :<br/>EXPRESSION<br/>AND<br/>LANGUAGES –<br/>INTRODUCTION</b>  | <b>M 1101</b>              | Oral and written<br>expression  | 2           | <b>6</b>                   |                    | 15                 | 15                          | <b>30</b>                        |           |
|   | <b>M 1102</b>              | English language  | 2           |                            |                    | 15                 | 15                          | <b>30</b>                        |           |
|   | <b>M 1103</b>              | 2 <sup>nd</sup> language  | 2           |                            |                    | 15                 | 15                          | <b>30</b>                        |           |
| <b>TU 12 :<br/>HUMAN AND<br/>SOCIAL<br/>SCIENCES –<br/>INTRODUCTION</b> | <b>M 1201</b>              | Adaptation module<br>for the different<br>students profiles               | 2           | <b>8</b>                   | 15                 | 15                 |                             | <b>30</b>                        |           |
|   | <b>M 1202</b>              | General economics   | 2           |                            | 20                 | 10                 |                             | <b>30</b>                        |           |
|   | <b>M 1203</b>              | Sociology   | 2           |                            | 20                 | 10                 |                             | <b>30</b>                        |           |
|   | <b>M 1204</b>              | Information and<br>communication<br>theories                              | 2           |                            | 20                 | 10                 |                             | <b>30</b>                        |           |
| <b>TU 13 :<br/>PROFESSIONAL<br/>LIFE STEPPING<br/>STONE</b>             | <b>M 1301</b>              | Professional and<br>personal project                                      | 1           | <b>6</b>                   |                    | 15                 |                             | <b>15</b>                        |           |
|   | <b>M 1302</b>              | Organizational<br>theory  | 2           |                            | 15                 | 15                 |                             | <b>30</b>                        |           |
|   | <b>M 1303</b>              | Information<br>research,<br>competitive<br>intelligence –<br>introduction | 1           |                            |                    | 10                 | 10                          |                                  | <b>20</b> |
|   | <b>M 1304</b>              | It basics   | 2           |                            |                    | 10                 | 20                          |                                  | <b>30</b> |
|   | <b>M 1305</b>              | Project management<br>– introduction (an<br>s2 grade, see<br>m2304)       |             |                            |                    |                    | 10                          |                                  | <b>10</b> |
| <b>TU 14P :<br/>METHODOLOGY<br/>AND PRACTICE<br/>INITIATION</b>         | <b>M 14P01</b>             | Marketing basics  | 3           | <b>10</b>                  | 25                 | 15                 |                             | <b>40</b>                        |           |
|   | <b>M 14P02</b>             | Communication<br>strategy   | 2           |                            | 20                 | 10                 |                             | <b>30</b>                        |           |
|   | <b>M 14P03</b>             | Creativity  | 1           |                            |                    | 10                 |                             | <b>10</b>                        |           |
|   | <b>M 14P04</b>             | Visual<br>communication   | 2           |                            |                    | 20                 | 10                          | <b>30</b>                        |           |
|   | <b>M 14P05</b>             | Social media and<br>ICT   | 2           |                            |                    | 10                 | 10                          | 10                               | <b>30</b> |
| <b>TOTAL HOURS SEMESTER 1</b>   |                            |   | <b>30</b>   | <b>30</b>                  | <b>145</b>         | <b>215</b>         | <b>90</b>                   | <b>450</b>                       |           |

## SEMESTER 2

| TEACHING UNIT (TU)  | MODULE REFERENCE (M) | MODULE NAME   | COEF. /M | TOTAL COEF. /TU ECTS | LECTURE VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |           |
|---|----------------------|---|----------|----------------------|----------------|-----------------|-----------------------|-------------------------|-----------|
| <b>TU 21 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>DEVELOPMENT</b>     | <b>M 2101</b>        | Written and oral expression                                   | 2        | <b>6</b>             |                | 15              | 15                    | <b>30</b>               |           |
|   | <b>M 2102</b>        | English language  | 2        |                      | 20             | 15              | <b>35</b>             |                         |           |
|   | <b>M 2103</b>        | 2 <sup>nd</sup> Language                                      | 2        |                      | 15             | 10              | <b>25</b>             |                         |           |
| <b>TU 22 :<br/>DECODING<br/>HUMAN AND<br/>SOCIAL SCIENCES</b>       | <b>M 2201</b>        | Linguistics, semiology  | 2        | <b>8</b>             | 10             | 10              |                       | <b>20</b>               |           |
|   | <b>M 2202</b>        | Human and social sciences in-depth study                      | 3        |                      | 20             | 20              |                       | <b>40</b>               |           |
|   | <b>M 2203</b>        | General knowledge and humanities                              | 2        |                      | 20             | 20              |                       | <b>40</b>               |           |
|   | <b>M 2204</b>        | Digital culture   | 1        |                      | 5              | 10              |                       | <b>15</b>               |           |
| <b>TU 23 :<br/>PROFESSIONAL<br/>LIFE DISCOVERY</b>                  | <b>M 2301</b>        | Professional and personal project                             | 1        | <b>6</b>             |                | 15              |                       | <b>15</b>               |           |
|   | <b>M 2302</b>        | Law principles, labor law                                     | 2        |                      | 20             | 10              |                       | <b>30</b>               |           |
|   | <b>M 2303</b>        | Techniques and practices (images, sound, etc.) – introduction | 2        |                      |                |                 |                       | 30                      | <b>30</b> |
|   | <b>M 2304</b>        | Project management  | 1        |                      |                | 10              |                       |                         | <b>10</b> |
|   | <b>M 2305</b>        | 2-week placement (at least 2 weeks. An S4 grade, see M4202)   |          |                      |                |                 |                       |                         |           |
| <b>TU 24P :<br/>METHODOLOGY<br/>AND PRACTICE<br/>IMPLEMENTATION</b> | <b>M 24P01</b>       | Media communication   | 2        | <b>10</b>            | 10             | 10              |                       | <b>20</b>               |           |
|   | <b>M 24P02</b>       | Non media communication, alternative marketing                | 2        |                      | 25             | 10              |                       | <b>35</b>               |           |
|   | <b>M 24P03</b>       | Marketing content creation (lev.1)                            | 2        |                      |                | 20              | 10                    |                         | <b>30</b> |
|   | <b>M 24P04</b>       | Design – copywriting (lev.1)                                  | 1        |                      |                | 10              | 5                     |                         | <b>15</b> |
|   | <b>M 24P05</b>       | Production and DTP  | 1        |                      |                |                 |                       | 20                      | <b>20</b> |
|   | <b>M 24P06</b>       | Multimedia and the Internet                                   | 1        |                      |                |                 |                       | 20                      | <b>20</b> |

|                                   |         |                                |           |           |            |            |            |            |
|-----------------------------------|---------|--------------------------------|-----------|-----------|------------|------------|------------|------------|
|                                   | M 24P07 | Culture and advertizing trends | 1         |           | 10         | 10         |            | 20         |
| <b>TOTAL HOURS SEMESTER 2</b>     |         |                                | <b>30</b> | <b>30</b> | <b>110</b> | <b>195</b> | <b>125</b> | <b>430</b> |
| <b>TOTAL HOURS SEMESTER 1 + 2</b> |         |                                | <b>60</b> | <b>60</b> | <b>255</b> | <b>410</b> | <b>215</b> | <b>880</b> |

### SEMESTER 3

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | TOTAL    |           | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDENT /TU |
|--|----------------------|---|----------|-----------|-----------------|-----------------|-----------------------|-------------------------|
|  |                      |   | COEF. /M | COEF. /TU |                 |                 |                       |                         |
| <b>TU 31 :<br/>EXPRESSION AND LANGUAGES – IMPROVEMENT</b>  | M 3101               | Oral and written expression                     | 2        | 6         |                 | 15              | 15                    | 30                      |
|  | M 3102               | English language                                | 3        |           | 20              | 15              | 35                    |                         |
|  | M 3103               | 2 <sup>nd</sup> language                        | 1        |           | 10              | 10              | 20                    |                         |
| <b>TU 32 :<br/>PROFESSIONAL LIFE PREPARATION</b>           | M 3201               | Professional and personal project               | 1        | 7         |                 | 15              |                       | 15                      |
|  | M 3202               | Information and communication law               | 1        |           | 10              | 10              | 20                    |                         |
|  | M 3203               | Digital communication tools                     | 2        |           | 20              | 10              | 30                    |                         |
|  | M 3204               | Supervised project (120 hours of personal work) | 3        |           |                 |                 |                       |                         |
| <b>TU 3IM :<br/>METHODOLOGY AND PRACTICE FURTHER STUDY</b> | M 3P01               | Survey marketing                                | 2        | 11        | 20              | 10              | 5                     | 35                      |
|  | M 33P02              | Online Marketing                                | 1        |           | 10              | 10              | 20                    |                         |
|  | M 33P03              | Activities management                           | 2        |           | 15              | 10              | 5                     | 30                      |
|  | M 33P04              | Marketing content creation (lev.2)              | 2        |           | 20              | 10              | 30                    |                         |
|  | M 33P05              | Design – Copywriting (lev.2)                    | 1        |           | 15              | 10              | 25                    |                         |
|  | M 33P06              | Audioisual (lev.2)                              | 1        |           |                 | 20              | 20                    |                         |
|  | M 33P07              | DTP   | 1        |           |                 | 20              | 20                    |                         |
|  | M 33P08              | Internet  | 1        |           |                 | 20              | 20                    |                         |
| <b>TU 34P :<br/>PRELIMINARY SUPPLEMENTARY MODULES</b>      | M 34P01C             | Management                                      | 1,5      | 6         | 10              | 10              | 5                     | 25                      |
|  | M 34P02C             | Consumers sociology                             | 1,5      |           | 10              | 10              | 5                     | 25                      |
|  | M 34P03C             | Event communication                             | 1,5      |           | 15              | 10              | 25                    |                         |

|                               |                 |                       |           |           |           |            |            |            |
|-------------------------------|-----------------|-----------------------|-----------|-----------|-----------|------------|------------|------------|
|                               | <b>M 34P04C</b> | Job search techniques | 1,5       |           |           | 15         | 10         | <b>25</b>  |
| <b>TOTAL HOURS SEMESTER 3</b> |                 |                       | <b>30</b> | <b>30</b> | <b>75</b> | <b>205</b> | <b>170</b> | <b>450</b> |

## SEMESTER 4

| TEACHING UNIT (TU)   | MODULE REFERENCE (M) | MODULE NAME                                     | COEF. /M   | TOTAL COEF. /TU ECTS | LECTURES VOLUME | SUPERVISED WORK | PRACTICAL WORK VOLUME | TOTAL HOURS STUDEN /TU |
|--|----------------------|---|------------|----------------------|-----------------|-----------------|-----------------------|------------------------|
| <b>TU 41 :<br/>EXPRESSION AND<br/>LANGUAGES<br/>FINAL COURSE</b>   | <b>M 4101</b>        | Expression/Placement memoire preparation        | 1          | <b>4</b>             |                 |                 | 10                    | <b>10</b>              |
|  | <b>M 4102</b>        | English language                                | 1          |                      | 10              | 10              | <b>20</b>             |                        |
|  | <b>M 4103</b>        | 2 <sup>nd</sup> Language                        | 1          |                      | 10              | 10              | <b>20</b>             |                        |
|  | <b>M 4104</b>        | Personal and professional project               | 1          |                      | 15              |                 | <b>15</b>             |                        |
| <b>TU 42 :<br/>PROFESSIONAL<br/>LIFE<br/>REALIZATION</b>           | <b>M 4201</b>        | Supervised project (180 hours of personal work) | 5          | <b>17</b>            |                 |                 |                       |                        |
|  | <b>M 4202</b>        | Placement (at least 8 weeks)                    | 12         |                      |                 |                 |                       |                        |
| <b>TU 43P :<br/>METHODOLOGY<br/>AND PRACTICE<br/>REINFORCEMENT</b> | <b>M 43P01</b>       | Marketing strategy                              | 1          | <b>5</b>             | 10              | 20              |                       | <b>30</b>              |
|  | <b>M 43P02</b>       | Direct marketing and customer relationship      | 2          |                      | 10              | 15              | 10                    | <b>35</b>              |
|  | <b>M 43P03</b>       | Recommendation workshop                         | 1          |                      | 20              | 10              | <b>30</b>             |                        |
|  | <b>M 43P04</b>       | Creative workshop                               | 1          |                      | 10              | 20              | <b>30</b>             |                        |
| <b>TU 44P :<br/>CONTINUITY<br/>SUPPLEMENTARY<br/>MODULES</b>       | <b>M 44P01C</b>      | Brand content                                   | 1          | <b>4</b>             |                 | 15              | 10                    | <b>25</b>              |
|  | <b>M 44P02C</b>      | Storytelling                                    | 1          |                      | 10              | 15              | <b>25</b>             |                        |
|  | <b>M 44P03C</b>      | Relationship with providers                     | 1          |                      | 10              | 10              | 5                     | <b>25</b>              |
|  | <b>M 44P04C</b>      | Digital communication strategy                  | 1          |                      | 10              | 10              | 5                     | <b>25</b>              |
| <b>TOTAL HOURS SEMESTER 4</b>                                      |                      |   | <b>30</b>  | <b>30</b>            | <b>40</b>       | <b>145</b>      | <b>105</b>            | <b>290</b>             |
| <b>TOTAL HOURS SEMESTER 3 + 4</b>                                  |                      |   | <b>60</b>  | <b>60</b>            | <b>115</b>      | <b>350</b>      | <b>275</b>            | <b>740</b>             |
| <b>TOTAL HOURS SEMESTER 1 + 2 + 3 + 4</b>                          |                      |   | <b>120</b> | <b>120</b>           | <b>370</b>      | <b>760</b>      | <b>490</b>            | <b>1620</b>            |

## c. Supervised projects and placements

### Supervised projects

Supervised projects enable students to apply acquired knowledge within practical productions. Through these supervised projects, students learn how to manage projects and are able to use their acquired knowledge and know-how. They represent a very good opportunity to learn how to work on a concrete project autonomously.

Supervised projects depend on the selected option and can be suggested by students, the supervising teacher or an organization (such as a company).

300 hours of personal work are devoted to supervised projects. The project creation part (bill of specifications) is assessed and included in the semester 3 grades, whereas the project final phases as well as the project report is assessed and included in the semester 4 grades.

### Placements

Students are offered two opportunities to find a placement for a total period of ten weeks: a “discovery” placement of at least two weeks during the second semester and a placement to apply acquired knowledge and know-how of at least eight weeks during the fourth semester.

However, depending on the economic context, the department may decide to skip the two-week placement so that students only have to find a position for the S4 placement – in this case, of at least 10 weeks. In any case, the placement’s assessment is included in the S4 grades, as part of the UE42.

**Some of the objectives of this placement, during which students are immersed in the professional life, are:**

- Acquiring a professional experience,
- Developing technical skills,
- Developing interpersonal relationships abilities.

The department is in charge of the follow-up, the supervising, and the assessment of placements, namely via on site visits.

The first placement can be evaluated via a written report and possibly an oral presentation.

The second placement is evaluated via a written report and an oral presentation. The evaluation of the report enables the teaching staff to evaluate expression abilities, the students’ ability to understand the placement’s context, and finally the ability to apply acquired skills.

**Placements are evaluated via:**

- Evaluation provided by the company regarding the student’s abilities
- The report
- An oral presentation in front of a jury that may include professionals.

Placements’ evaluations are taken into account in the S4 UE Professional life realization.

## d. Personal and professional project

The Personal and professional project (PPP) must enable students to have a clearer understanding of the different jobs in their industry and of the personal abilities they will need. Although its framework is common to all options, the PPP is specific to each option’s characteristics, which depend on the option’s professional goal. The PPP should enable students to come up with immediate and future professional desires that reflect their personal aspirations and abilities so they can design a training pathway consistent with the considered

career paths.

The PPP is grounded in knowledge input, a customized supervision, and a solid personal investment in terms of information search and self-knowledge.

15 hours per semester are devoted to the PPP. It is evaluated during each semester as a presentation or a summary report.

#### **e. Educational orientations – education through technologies**

In order to contribute to the success of all students, whatever their background, this program strongly relies on case studies and professional projects namely through the use of technological tools in professional organizations and services.

This program particularly revolves round teaching through projects: this aims at providing students with technical skills and autonomy so they can quickly and efficiently become a member of a work team, within an organization, and adapt to the changes of an ever-evolving environment.

The program includes new technologies as it offers the opportunity to use specific digital tools and its innovative training program was built around these tools. As, for instance, the use of the Internet, of interactive digital tables, of eLearning tools or video conference foster the creation of an active “digital education” and enable the development of students’ *e-skills*.

Furthermore, Information-Communication departments were able to implement an innovative teaching program via the opportunity for students to participate to “National Challenges” between several IUT, contests that revolve round, for now, information monitoring and advertizing/communication: students work in very realistic team work situations, within for instance an information watch group or an advertizing or communication agency, in order to make a proposal regarding a tender launched by a client or an actual advertiser who partnered up with the Information-Communication department in charge of the Challenge.

#### **f. Current economic issues**

The Information-Communication training program takes into account the economic and corporate world situation, through the different academic or professional subjects of the program: in addition to general economics or organizational theory, students learn about the corporate world not only via modules that deal with marketing and management but also via supplementary modules explicitly dedicated to entrepreneurship (business creation). For instance, a graduate from DUT information-communication with the Publishing and Book trade option should be able to assess the viability of a small-size store or even of a specialized books online bookshop, the graduate from the advertizing option should be able to foresee the potential of a micro-company that might be able to need and welcome their business...

Thanks to courses in project management, which start during the first semesters, students are made aware of the issues, the functioning, the management but also the limits of working in projects. Supervised projects will enable students to experiment the implementation of group work as well as the driving a project thanks to the use of specific methodology tools (budget, planning, meeting’s reports, etc.)

Sustainable development is a cross notion tackled in all the economics module or even more thoroughly in each subject more specific to the Information-Communication course: for instance, as future communication managers, graduates from DUT information-communication with the Corporate communication option will be able to reflect upon and take into account the environmental impact of their actions; as future advertisers, graduates from DUT information-communication with the Advertising option will have to avoid green-washing traps, complying with an ethical approach to advertising.

Information-Communication students will be aware of issues of work health and safety: the labor law module for instance will enable students to know laws related to these issues; as future internal

communication managers, graduates from DUT information-communication with the Corporate communication option will be particularly preoccupied with the connection between work and employees health.