

Presentation

The Master's programme entitled Communications for Organisations, with a subject pathway in 'Communication and Generations – Studying Audiences', aims to train students to be communication managers, project managers and research managers, mediators and public relations managers capable of working with organisations in the private and public sectors (agencies, companies, public and private institutions, associations etc.). The programme of study offers students the possibility of concluding their studies at level Bac+5 (equivalent to five years of French higher education) in order to seek employment, or alternatively of pursuing doctoral studies, terminating their studies at level Bac+8 (equivalent to eight years of French higher education).

In a nutshell...

Duration:
year(s)

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Education level:

Objectives

The Master's programme in 'Communications and Generations – Audience Analyses' trains students to implement communications policies, from outlining strategies to developing the necessary tools, and to expertly assess different audiences (status, activity, representation).

The programme thus offers an added advantage in the eyes of any organisation seeking to appoint communications officers with expert knowledge of the age groups, life cycles (childhood, adolescence, young adulthood, old age) and generations of their target audiences. More specifically, the programme responds to the needs of companies that are becoming increasingly sensitive to the need for a generational and/or intergenerational approach in their communications strategy. The communications models in practice within such organisations further confirm the advantages of pursuing this specialised programme of study, which is truly one of a kind in France.

Joint degree establishments and partnerships

Training content

Two years of study: Master 1 (M1) and Master 2 (M2)

In the first year of this two-year programme, students follow a core curriculum that is common to all subject pathways within the Master's in Communications for Organisations. This includes

some merged course units and other more specialised course units in preparation for specialisation in the second year. The second year of this two-year programme is specific to the chosen subject pathway and is organised across two semesters. The first semester is given over to taught course units and the second to an internship.

Master 1: First year of two-year Master's programme

The first year is organised into two semesters and includes three different unit blocks per semester. The first unit block comprises course units that are common to all three subject pathways (theories relative to organisations, institutions and audiences on the one hand, essential methodologies of information and communication sciences on the other). The second unit block is specific to the 'Communications and Generations – Audience Analyses' pathway, which focuses on a more in-depth study of strategies and greater understanding of the practices and communication tools used on target audiences. The third and final block of course units is specifically dedicated to pre-specialisation in the field of communication strategies and policies.

Master 2: Second year of two-year Master's programme

The second year of this two-year programme is organised across two semesters. In the first semester, students explore in more detail and complete the specialised units seen in Master 1 regarding audience-specific issues in the field of communications. From January to June, the second semester is reserved entirely for the internship and the completion of the internship report. This report must then be defended in an oral examination.

Control knowledge

Dissertation

Students have 18 months to complete an applied research-based dissertation in the field of generational communications. A member of the teaching team is responsible for supervision of the dissertation (either a university lecturer-researcher, or a pair comprising a university lecturer-researcher and a practising professional). Students defend their dissertation in an oral examination at the end of the first semester of Master 2, before commencing their internship.

Admissions

Find information regarding enrolment procedures and the supporting documents to be provided, according to your profile and your level of studies :

- * Independent Stay
- * Exchange Programme

Career pathways

Generally speaking, all students find employment in a diverse range of organisations (agencies, companies, institutions) across a variety of sectors and within the first 6-18 months following graduation from the second year of this two-year programme.

Looking beyond professions related to communications management, mediation, project management, public relations management and press relations, students are also equipped to take on more specific roles in the media (as web publications managers, for example).

The majority of graduates work in France, with some working internationally.