

Presentation

The Master's programme entitled Communications for Organisations, with a subject pathway in 'Communications – Consulting and Expertise', aims to train students from Bordeaux Montaigne University to be consultants, communications auditors, research managers and university lecturer-researchers in the field of communications for organisations. The programme of study offers students the option 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 – Consulting and Expertise trains students to offer communications diagnostics and advice to organisations in the private and public sectors. For students leaving higher education and entering employment at level Bac+5, the objective is to be able to provide reliable diagnostic information and make recommendations in response to the problems that companies are encountering in today's day and age. For those students who hope to pursue further study to level Bac+8, the objective is to produce an applied research-based dissertation in the field of communications for organisations.

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 across two semesters and includes three different unit blocks per semester. The first unit block comprises course units that are common to all three pathways (theories relative to organisations, institutions and audiences on the one hand, essential methodologies of information and computer science on the other). The second unit block focuses on a more detailed study of theories relative to communications for organisations and on greater understanding of today's communications practices. The third and final unit block is specifically dedicated to pre-specialisation, with units on the methodologies used to collect and analyse data from field research.

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

The second year of this two-year programme is organised across two semesters. The first semester is dedicated to specialised course units, which concentrate on auditing and consulting practices, as well as the theoretical and methodological knowledge that has arisen from applied research conducted on organisations. The second semester is entirely reserved for the internship and the completion of an internship report. This report must then be defended in an oral examination.

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, students find employment in a diverse range of organisations (in-house communications teams within companies and institutions, communications consultancies, research and polling institutes etc.) across a variety of sectors (public or private, commercial or non-commercial etc.) and within the first 6-18 months following graduation from the second year of this two-year programme. Looking beyond the professions of auditor or communications advisor (which make up approximately 60% of professional profiles) and research managers (approximately 10-15% depending on the year), students can also take on more traditional roles within communications, such as communications managers (10-20%). The majority of graduates work in France, with some working internationally.