

MASTER'S: COMMUNICATIONS – STRATEGIES AND POLICIES

Mention :



In a nutshell...

Duration:
year(s)

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Education level:

French language learning
programme:
No

Presentation

The Master's programme entitled Communications for Organisations, with a subject pathway in 'Communications – Strategies and Policies', aims to shape future professionals who will take up roles as internal or external communications managers, communications directors, heads and managers of corporate communications, project managers etc. This may be in organisations within either the private or public sectors (agencies, companies, institutions). The programme of study offers students the option of concluding their studies at level Bac+5 (equivalent to five years of French higher education) or alternatively of pursuing doctoral studies, terminating their studies at level Bac+8 (equivalent to eight years of French higher education).

Objectives

Programme objectives

The Master's programme in Communication – Strategies and Policies trains students in the design and operational implementation of global communications policies, from outlining a strategy to developing the necessary communication tools, including the organisation and management of an in-house communications team.

Joint degree establishments and partnerships

Training content

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 concerning theories relative to organisations, institutions and audiences on the one hand, and the essential methodologies of information and communication science on the other. The second unit block focuses on more in-depth study of the theories of communications for organisations and a greater understanding of today's communications practices. The third and final block is dedicated to pre-specialisation in the field of communications 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. The first semester is dedicated to specialised course units. Here the pedagogical content is primarily centred on editorial projects, company media assets, corporate communications, brand strategy, communication forums and professional methodologies. The second semester is reserved entirely for the internship and the oral defence of the internship report (between January and June).

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

Entering employment

Employment opportunities

Following graduation from the second year of this two-year programme, students may join a diverse range of organisations (agencies, companies, institutions), and work in a variety of sectors (public or private, commercial or non-commercial, the expanding digital sector etc.).

Roles may include internal or external communications managers, communications directors, heads and managers of corporate communications, communications coordinators and mediators, project managers and press relations managers (collectively representing 60-70% of professional profiles). Looking beyond these roles however, students can also envisage recruitment to positions as in-house publication managers or content creators, working both nationally and internationally.

Further studies
