

Course structure

COURSES	1 st year/week	2 nd year/week
Cultures of communication	4 h	4 h
First Mandatory foreign language English	3 h	3 h
Business Management, Law, Economics	4 h	4 h
Advice and Communication Strategies	4 h	4 h
Implementing devices of communication	4 h	4 h
Media and digital devices	3 h	3 h
Development of professionalisation workshop	6 h	6 h
Total/week	28 h	28 h
Option : entrepreneurship	2 h	2 h

attainment rate
session 2023 :

96,3 %

attainment rate
session 2024 :

100 %

The content of the materials

Cultures of communication :

Concepts of communication to analyse a situation of com. Analysis of targets of com, analysis of advertisers, analysis of advertising media and messages, production of an advertising message.

First foreign language English :

B2 Level (CERL) : understanding essential contents from written and oral documents about concretes or abstract topics, the communication speciality included, clear, detailed production and interaction about a range of topics.

Business Management, Law, Economics :

Analysis of situations a company faces. Use of an economic, legal and managerial documentary base, proposing suitable and relevant devices which use economic, legal and managerial devices, creating a diagnosis leading to a strategical decision, making process, presentation of analyses and propositions in a coherent and well-argued way.

Contribution to elaborating and leading a communication strategy (Skills Unit 1) :

Handling the advertiser's request, implementing the communication plan in a digital context, leading the communication plan.

Conception and implementation of communication devices (Skills Unit 2) :

Technological and creative monitoring to respond the advertiser's request, creating contents and devices of communication, producing and publishing devices of communication, purchases and relationships with providers, controlling and assessing devices of communication.

Following the development of innovative media and digital devices (Skills Unit 3) :

Collecting, analyzing and publishing information about the evolutions of the media and digital organisation. Setting up and positioning an innovating media and digital device, following selling teams in highlighting innovating media and digital device, advising advertisers in the implementation of media and digital device.

Professionalisation workshop

Implementing professional situations from skills units 2 and 3

Examples of workshop or internship assignments

- Conception and research of a provider for the website, The activity farm, Roussay.
- Participatory financing campaign, Conservatory of natural areas of Pays de la Loire, Nantes.
- Poster, press relations, community management for the Adaptations Cinémovida festival. Cholet.
- Realization of the partnership and research of patrons, Seeds of friendship, Andrezé
- Creation of facebook page for the international activities of the high school, Cholet
- Design of printed media, Artistic gymnastics French Cup, Cholet.
- Sales of advertisement research, Studio Ricom, Cholet
- Research and maintenance of an ad distribution network, Andégave Communication, Angers.
- Prospecting, quote study, negotiation, Vétéle Imprimerie, La Séguinière
- Creation of the exhibition poster Expo-Vall, Vallet
- Community management for the web portal for children's outings, Kidiklik, Cholet
- Search for sponsors, Badminton Associés Choletais
- Assistant director of advertising agency, Médiapilote, Angers
- Communication plan for the Group Initiative Grocery Forum, Goût Layon, Rablay sur Layon.
- Design and implementation of the event for the 40 years of the Hospital Center, Cholet.
- Creation of a logo and a graphic charter, Bakers' Federation of Maine-et-Loire, Angers.

The specificities of our training

- site dedicated to higher education on university campus,
- training in visual creation by a professional graphic designer,
- immersion course in communication service in the first semester,
- cultural and professional immersion stay in English-speaking countries,
- support for the preparation of professional project / continuation of studies,
- dynamic student life ensured by the BDE (integration seminar, student events ...).

Examination tests

NATURE OF THE EXAMINATIONS	MODE	DURATION	COEF.
E1 - Cultures of communication	Written	4 h	3
E2 - First Mandatory foreign language English	Written	2 h	1,5
E3 - Oral production : interacting and non-stop speech	Oral	20 mn	1,5
E4 - Economics, law and Business management	Written	4 h	5
E5 - Contribution to setting-up and leading a communication strategy	Continuous assessment	40 mn	4
E6 - Conception and implementation of com devices	Written	4 h	4
E7 - Following the development of innovating media and digital devices.	Oral	40 mn	4
Option: Entrepreneurship	Oral	20 mn	Points >10
student commitment	Continuous assessment	20 mn	Points >10

Trades

- **In a company, an administration, a community or an association :**
Communication officer attached to the Directorate, Communication assistant within the communication or marketing department, Assistant in internal communication within the communication department or the Human Resources Department.
- **In a communications consulting agency or a media agency :**
Advertising Manager Assistant or Junior Advertising Manager
Media Buyer
Marketing researcher
- **In an ad network or media :**
Public Relations and Communications Representative
Client Consultant
Média seller.