

Degree

Information-Communication



Presentation of the degree

The Information and Communication degree is intended for students who want to become professionals in organizational communication, creative managers able to participate in the elaboration of the internal and external communication policy of any kind of organization (companies, local governments, associations, administrations).

The degree is divided in three years, in order to enable the acquisition of abilities and knowledge necessary to have access, after the third year, to positions in the communication field associated to this level of study:

- PR assistant
- External and internal communication manager
- PR manager
- Webmaster
- Local reporter

The first two years of the degree are accessible to high school graduates and students willing to access professions in the communication sector (social and solidarity communication, corporate and local governments' communication, associations' communication, multimedia communication, etc.).

The three years combine specialized abilities ("corporate communication", "communication of social and solidarity economics organizations", "advertising communication", "PR", etc.), with general skills and knowledge ("DTP", "expression skills", "economics for business", "law", "business law", "statistics", "marketing", etc.), so that the students can gradually personalize their study path.

In addition to the skills related to the diversity of the professional sectors, the students will have to acquire general competences: project implementation, information and communication skills, conception, redaction, information processing. The students will also have to develop skills based on the capacity of analyzing communication situations in a variety of contexts, as well as abilities to understand their stakes.

A 4-week internship is planned for the second year.

The third year is divided into two specializations:

- Communication and solidarity: the aim is to introduce the students to this sector (social and solidarity economics), which has created the highest number of positions for the last decade;
- Corporate communication.

An 8-week internship is planned for the third year.

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Languages in InfoCom

The students can study the following languages:

1st language: English

2nd language:

- German
- Arabic
- Chinese
- Spanish



Students don't have the possibility to study a third language during the degree (even as a free or optional subject).

Teaching methods:

- The teaching/learning of the English and Spanish language will be hybrid (in-class and e-learning¹).
- **German language will only be taught in class (no e-learning).**

An **international orientation** is offered to students who wish to study a semester abroad for their professional project (around 20 students only, choice based on student record). This orientation is only available for English and Spanish languages. Considering the fact that the number of vacancies is restricted, the students with an overall average of 12,5/20 and an average of 13/20 in the chosen language will have priority. The international orientation choice clearly shows the students' vocation to improve their knowledge in the chosen language by spending a semester abroad, but is in no way an acquired right.

NB: The hybrid method does not apply to the following languages: Arabic and Chinese (those classes are merged with the Applied Modern Languages degree).

- The chosen pedagogic method is the *communic'ational* method.
- **The goals are the following:** acquire and/or consolidate the Independent User level of the CEFR. B1 B2 B2+.

¹ The e-learning consists on tasks and classes on the PIM.

Information and Communication Degree				
L1	Semester1			
Module title	Contents	Hours	Coeff.	ECTS
UE1: Introduction to corporate world	Economics for business	10CM+1 0TD	0,5	5
	Introduction to law	20CM	0,5	
UE2: Communication	Expression skills	20TD	0,5	5
	Psychosociology	10CM+1 0TD	0,5	
UE3: IT tools	Office IT	40TD	1	5
UE4: Languages	The evolution of mass media in the United States	10CM	0,5	5
	L1 English	14TD		
	L2 German, Arabic, Chinese, Spanish	20TD	0,5	
UE5: Information and communication theories	Information and communication theories	20CM	0,5	5
	The media	10CM+1 0TD	0,5	
UE6: Option S1 (to choose)	Intercultural communication	20CM	1	5
	Introduction to sociology	20CM	1	
Semester 2				
UE7: Corporate world	General economics	20CM	0,5	5
	Information economics	20CM	0,5	
UE8 : Communication	Expression skills	20TD	0,5	5
	Audiovisual	20CM+1 0TD	0,5	
UE9: Languages	L1 English	24TD	0,6	5
	L2 German, Arabic, Chinese, Spanish	20TD	0,4	
UE10: Information and communication theories	Information theories	30CM	0,6	5
	Introduction to organizational communication	10CM+1 0TD	0,4	
UE11: IT tools	Infographics	30TD	1	5
UE12: Option S2 (to choose)	Technologic communication and culture	20CM	1	5
	Information management, structuring and visualization	20CM		

L2	Semester 3			
UE31: Corporate world	Principles of marketing	10CM+1 0TD	1	5
	Public law, social law	20CM		
	Psychosociology	10CM+1 0TD		
UE32: Expression and languages	Expression skills	10TD	1	5
	L1 English	14TD		
	The evolution of mass media in the United States	10CM		
	L2 German, Arabic, Chinese, Spanish	20TD		
UE33: Communication tools	Image semiology	10CM +10TD	1	5
	Audiovisual	6CM + 24TD		
UE34: Internship 4 weeks in France or abroad	Internship search	12TD	1	5
	Internship			
UE35: IT	Infographics	30TD	1	5
UE36: Option S3 (to choose)	Strategic information	20CM	1	5
	Communication and socio- cultural fields	20CM		
Semester 4				
UE41: Communication	Communication law	20 CM	1	5
	Advertising communication	8CM +12 TD		
	Social and solidarity economics	20 CM		
UE42: IT	Web site	30 TD	1	5
UE43: Expression et languages	Expression skills	20TD	1	5
	L1 English	24TD		
	L2 German, Arabic, Chinese, Spanish	20TD		
UE44: Communication tools	Communication aesthetics	10 CM+ 10TD	1	5
	Public relations	10 CM+10 Td		
UE45: Option S4 (to choose)	Journalistic techniques	20CM	1	5
	From writing to screening	20CM		
	Principles in information design	20CM		
UE46: Free subject	Personal and professional subject		1	5

L3 Corporate communication Semester 5				
UE 51: Corporate world	Introduction to management	14CM + 4TD	0,5	5
	Marketing	10CM + 10TD	0,5	
UE52: Expression and languages	Expression skills	10TD	0,2	5
	L1 English	30TD	0,4	
	L2	20TD	0,4	
UE53: General knowledge	ICT and society	12CM + 8TD	0,5	5
	Institutions	20CM	0,5	
UE54: IT and graphics tool	DTP (Illustrator, Indesign)	30TD	0,5	5
	Graphic communication	20TD	0,5	
UE55: Media and communication	PR and agencies	8CM	0,25	5
	Media Training	8CM + 8TD	0,25	
	Communication and territories	20CM	0,5	
UE56: Organizational communication	Communication of associations	15CM	0,4	5
	Communication of local governments	10TD	0,3	
	Communication of institutions	10TD	0,3	
L3 Corporate communication Semester 6				
UE61: Expression and languages	Expression skills	10TD	0,2	5
	L1 English	20TD	0,4	
	The theory of intercultural communication	10TD		
	L2	20TD	0,4	
UE62: Creativity and referencing (to choose)	Creativity techniques, Project design and realization	14CM+6 TD	1	5
	Digital creativity	20TD		
	Referencing	10TD		
UE63: Digital communication	Social networks	12CM	0,6	5
	Online media	8CM		
	Webdesign	10TD	0,2	
	Writing for the web	10CM	0,2	
UE64: Organizational communication	Internal communication, event management	10CM+8 TD	0,5	5
	PR	16CM	0,5	
UE65: Professionalization	Internship (8 weeks)		1	5
UE66: Free subject			1	5
L3				

Communication and Solidarity Semester 5				
UE 51: Social sciences	Social link	10CM+10TD	0,5	5
	Economics seen by other social sciences	10CM	0,5	
UE52: Expression and languages	Expression skills	10TD	0,2	5
	L1 English	30TD	0,4	
	L2	20TD	0,4	
UE53: General knowledge	ICT and society	12CM+8TD	0,5	5
	Institutions	20CM	0,5	
UE54: IT and graphics tools	DTP (Illustrator and Indesign)	30TD	0,5	5
	Graphic communication	20TD	0,5	
UE55: Media and communication	PR and agencies	8CM	0,25	5
	Media Training	8CM+8TD	0,25	
	Communication and territories	20CM	0,5	
UE56: Collective project			1	5
L3 Communication and Solidarity Semester 6				
UE 62 : Expression and languages	Expression skills	10TD	0,2	5
	L1 English	20TD	0,4	
	The theory of intercultural communication	10TD		
	L2	20TD	0,4	
UE61 : Ethics	Communication and ethics	20CM	1	5
	Marketing and solidarity	10CM+10TD		
UE63: Communication of social and solidarity economics organizations	Typology and status of SSE organizations	12CM	1	5
	Internal communication	10CM+10TD		
	Communication strategies of SSE organizations	10CM		
UE64: Organizational communication	Internal communication, event management	10CM+8TD	0,5	5
	PR	16CM	0,5	
UE65: Professionalization	Internship (8 weeks)		1	5
	Collective project			
UE66: Free subject			1	5

General program

From the first year, the students will get to know the different professions in the communication sector, by studying their theoretic and practical aspects, such as the challenges, the objectives or the tools of communication. During the degree, the students will learn to perceive the media potential and acquire, through the study of their actors and techniques, the ability to analyze and criticize the place of media in society.

An overview of the different communication theories will show that communication is a matter of sense. The students will become aware of the difficulties of both oral and written communication, and develop tools to know how to solve them.

During the three years, the students will study the different types of press articles and learn the requirements of the journalistic style, as well as the formal obligations linked to writing and the ethic use of information sources.

During the three years of the degree, the students will study in a progressive digital environment, working in network, communicating and collaborating. They will approach the techniques of graphic creation, the rules of images composition, and the audiovisual language.

Since they are to become field actors, the degree offers an immersion into the working world through their internships, an introduction to the intercultural field, as well as an initiation to law vocabulary and an overview of the different communicational approaches to information economics, media, and online media. Furthermore, this degree aims at providing the bases and the means in foreign languages to evolve in a professional context. The teaching method consists in a communicational approach based on a development towards languages certifications, underlining a strong perspective on international opening.

The students will analyze the reconfiguration of the cultural field in the light of actual issues regarding culture on the internet, and will study the evolution of social and cultural practices linked to the ICT development and the social web. The goal is to provide students with the necessary tools to understand how societies work and evolve.

During the second year, the students will be introduced to the marketing world -considering its importance in companies- and will study the bases of labour law in France. Both oral and written communication techniques will be studied more thoroughly, and students will analyze the methods and concepts to understand how individuals and groups work, through a psychosocial point of view. They will have to understand the notion of strategic information and its challenges, the place of communication in organizations and companies, as well as the specificity of social and solidarity economics. This second year will also give the opportunity to acquire a deeper knowledge of IT tools and graphic creation techniques, to analyze the specificity of advertising communication, to understand image semiology and to get knowledge of analysis techniques and methods.

The Professional and Personal Project is made to bring the students to think about their professional wishes, personal ambitions, abilities and lines of progress. The PPP is built with the personal thinking of the student, who is an actor of his path; this thinking must be based on the analysis of his experiences, and has to be confronted to other students'. The PPP is both built and based on knowledge contribution and a strong commitment of the students in literature research and self-knowledge.

Two pathways are offered to the students for the third year: the specialization in Corporate Communication, and the specialization in Communication and Solidarity. Both pathways have joint subjects as well as specific subjects, which lead to a specialization.

During the last year of the degree, students will be introduced to the issue of social link as well as to a global vision of ICT's place in today's society. This will also be the opportunity to discover the PR world

(on the specialized agencies side), and to approach the notion of 'territory' as a physical identity, identifying the actors who animate it and structure its image.

The students will form groups in a professional context in order to test their capacity to work in a multicultural team. Moreover, they will have to think about the relation between ethics and communication, in order to develop a communication strategy consistent with their workplace. They will have to be able to understand what alternative social and solidarity marketing means and embraces, and to distinguish fundamentally its characteristics: the role of relational practices and the concept of *consum'actor*. We will initiate the students to the contributions of sociology and politic sciences to the understanding of social facts.

The internship will consist either in project management or in the realization of a communication or information mission for an association, a company or a local government.

In the pathway Corporate Communication, students will learn to understand the challenges of accounting and financial management in a company, to interpret the balance sheet and the profit and loss account, and to calculate a break-even point. The offered subjects will provide the students with a greater understanding of marketing strategies used by companies exposed to a strong international competition.

Social networks, which are now essential in online communication, are creating new communication opportunities, new practices and new professions. The goal is to understand their impact on corporate communication, to expand general knowledge, to think about the use of art and culture in communication, and to use development and diagnostic tools to organize events for small and medium companies.

At the end of the degree, the students will have learned the bases to become communication professionals.

More information:

University Blaise Pascal website: <http://www.univ-bpclermont.fr/>

International Relationship website: <http://www.univ-bpclermont.fr/rubrique32.html>

UFR LACC website: <http://www.lacc.univ-bpclermont.fr>

