

Course structure

COURSES	1st year/week	2 nd year/week
Cultures of communication	4 h	4 h
First Mandatory foreign language English	3 h	3 h
business management	2 h	2 h
Economics	2 h	2 h
Law	2 h	2 h
Advice and Communication Strategies	3 h	3 h
Search Engine Optimisation Project	2 h	2 h
Production workshop	4 h	4 h
Business relation workshop	2 h	2 h
Communication project	4 h	4 h
Total/week	28 h	28 h
Access to computer and documentary resources	3 h	3 h
Option: second foreign language Spanish	2 h	2 h

attainment rate
session 2020 :

93,33 %

attainment rate
session 2019 :

100 %

The content of the materials

All subjects contribute to the acquisition of skills in 3 professional missions:

- Implementation and monitoring of communication projects,
- Advice and communication strategies
- Search Engine Optimisation Project

Cultures of communication :

Theories of communication and languages, history and sociology of the media, psycho-sociological approaches and cultural codes of communication targets, mastery of professional written and oral languages, development of visual and multimedia messages.

Business management :

Strategy and structure of the company, human and technological resources, financing of activities.

Economies and law :

Economic functions, financing of the economy, international economic relations, legal framework of the corporate action, industrial relations, relations between companies and consumers.

Advice and communication strategies:

Legal framework and actors of the communication sector, strategy and means of communication, proposition of communication solutions, prospecting and sales techniques, customer followup, selection and evaluation of service providers.

Search Engine Optimisation Project :

Exploitation of existing studies, implementation of a punctual research, improvement of the information system.

Production workshop :

Implementation of project management (socio-cultural context, communication and marketing strategy, legal constraints, specifications, controls) and production of media (media and non-media, technical productions, professional writing, office software- infographic-website design html).

Business relation workshop :

Implementation of creation of commercial relation, conduct of maintenance of negotiation, the purchase of benefits. Customer relationship management software.

Communication project :

Creation of a set of actions of communication, of applications of professional techniques to meet advertiser's needs and goals under the responsibility of a tutor (supervisor) and a teacher , for several weeks at least.

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, Vétélé 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	2
	Oral	20 mn	
E3 - Economics, law and Business management	Written	4 h	3
E4 – Business relation	Oral	40 mn	4
E5 – Communication activities	Written	4 h	4
E6 - Communication project and practices	Oral	40 mn	4
Option: second foreign language Spanish	Oral	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.

