

FALL 2022 ENGLISH PROGRAMS



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OUR PROGRAMS

DIGITAL MARKETING INNOVATION & START-UP PROJECT	02
INTERNATIONAL BRAND COMMUNICATION & MARKETING	03
LUXURY BRAND COMMUNICATION & MARKETING	04
VISUAL CREATIVITY IN ADVERTISING	05

EACH PROGRAM IS:

- **worth 30 ECTS**
- **fully taught in English**
- **taught in Fall semester only**

It is not possible to mix courses from different programs. Please note that admitted students will be enrolled into each course listed in the selected programme, therefore, will earn 30 ECTS if they pass at the end of the semester.

All courses are compulsory.

DIGITAL MARKETING INNOVATION & START-UP PROJECT

UNIT	ECTS
1. STRATEGY	8
Design thinking and UX design	2
Seo and traffic acquisition	2
Social media ads	2
Web analytics	2
2. PRODUCTION	6
Computer-based production, PAO	2
Consumer and data marketing	2
Digital communication	2
3. PROJECT MANAGEMENT	8
Data management	2
Project management	2
Social media optimization, CM	2
Start-up methods	2
4. MANAGEMENT AND PROFESSIONAL PRACTICE	8
Conferences	-
Competition	6
French language	1
Geopolitics	1
Spoken communication	-
TOTAL	30

INTERNATIONAL BRAND STRATEGY & MARKETING

UNIT	ECTS
1. STRATEGY	10
Advertising language in the international context	1
Comparative media literacy	1
Consumer behaviour	2
International marketing	2
Media in the UK	1
PR strategies	1
Trendspotting	2
2. PRODUCTION	4
Brands rules and regulations	1
Customer experience	2
Marketing research workshop	1
3. PROJECT MANAGEMENT	8
Account planning	3
Brand management	2
People skills	1
Social media optimization	2
4. MANAGEMENT AND PROFESSIONAL PRACTICE	8
Conferences	-
Competition	6
French language	1
Geopolitics	1
The art of pitching	-
TOTAL	30

LUXURY BRAND COMMUNICATION & MARKETING

UNIT	ECTS
1. STRATEGY	7
Intercultural marketing	1
Luxury: a historical perspective	1
Rights and law in the field of luxury	1
Luxury retail	2
Merchandising and e-merchandising strategies	2
2. PRODUCTION	9
Creativity with Adobe	1
Luxury fine jewelry	2
From real life to metaverse, the experience of design	1
Luxury advertising and storytelling	1
Luxury product development and innovation	2
Wine & spirits business through communication and promotion	2
3. PROJECT MANAGEMENT	6
Luxury brand design	2
Fashion show	2
Digital tourism in luxury	1
Luxury event management	1
4. MANAGEMENT AND PROFESSIONAL PRACTICE	8
Conferences	-
Competition	6
French language	1
Geopolitics	1
Visits	-
TOTAL	30

VISUAL CREATIVITY IN ADVERTISING

UNIT	ECTS
1. STRATEGY	4
International visual design culture inspiration	1
Strategic planning and media strategy	1
Print and digital international rights	1
International digital entrepreneurship	1
2. PRODUCTION	12
Mobile design and prototyping	2
Narrative arc and story making	2
Typography, iconography and vector	2
Print sketching	2
Web design and CMS	2
Digital tools and project presentation	2
3. PROJECT MANAGEMENT	6
Campaign strategy and art direction	2
International brand analysis and brand content	2
Art direction and copywriting	2
4. MANAGEMENT AND PROFESSIONAL PRACTICE	8
Conferences	-
Competition	6
French language	1
Geopolitics	1
Spoken communication	-
TOTAL	30



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