

iscpa!

JOURNALISME
COMMUNICATION
PRODUCTION

GROUPE
IGENSIA
EDUCATION



CONTENT CREATION & SOCIAL MEDIA MANAGEMENT SPRING SEMESTER

COMMUNICATION
& INFORMATION

12 WEEKS CLASS : FROM FEBRUARY 1ST TO APRIL 23TH 2027

- 5 courses = 30 ECTS credits
- 180 contact hours
- Site visits, conferences, project implementations
- Included « French as a Foreign Language » (FLE) courses

**PROGRAM AVAILABLE FOR STUDENTS IN 1ST & 2ND YEAR OF BACHELOR'S DEGREE
OR EQUIVALENT**



OBJECTIVES

- Understanding the stakes of social media networks in business and management
- Knowing how to take into account intercultural aspects in communication (+ intro to French as a Foreign Language)
- Developing a brand content strategy for a brand based on marketing analysis and KPIs
- Design thinking
- Creating efficient audiovisual and web contents (production, visual identity, film making)

COURSES

Cultural awareness

- Intercultural Communication

Social media networks

- Social Media and Community Management
- Influencer Marketing
- Omni-Channel Media Strategies

Brand content strategy

- Brand identity management
- Content marketing strategy

Audio-visual content creation

- Desktop publishing software
- Preparing, shooting and editing a film

Design thinking

- Creativity and storytelling

ISCPA Paris

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