



Masters "Public and political communication" of the Institute of Political Studies

Presentation

The main objectives of the "Public and Political Communication" master's program are to enable students who have completed this course to distinguish themselves as attractive on the communication sector's highly competitive job market and to give them the keys to successfully starting their career. The aim, therefore, is twofold: to capitalize fully on the generalist nature of this course - the "Sciences Po" added value - and to offer a sought-after operational specialization.

This course is designed to develop not only the specific skills required to be a communicator but also the knowledge depth and scope necessary for being able to adapt, anticipate and stand out from the masses in a constantly changing sector.

This master's program is based on a partnership between Sciences Po Bordeaux and the Institute of Information and Communication Sciences of the University of Bordeaux Montaigne.

Objectives

In the fourth year, first of all, the objective is for students to further develop their already solid broad-based knowledge and skills, by providing them with the fundamentals necessary to enhance the capacity for "immersion" and hindsight required of any communicator in order to be able to tackle diverse situations (social sciences, functioning, actors and issues in the public sphere in the broad sense). Second of all, specialization in public and political communication involves, in the fourth year, a series of academic classes (information and communication theory, political communication, agenda-setting, electoral sociology, digital and social web issues) and — in the fourth and fifth years — more technical skills and knowledge taught in job-specific classes through which students will discover the strategic and operational resources that can be utilized by today's communicators.

Finally, throughout the course, the students will put in practice the knowledge they have acquired (organization of events, case studies, creation of materials, development, and implementation of strategies), which will enable them to « confront » their knowledge with reality, and in so doing, will help them to integrate the knowledge acquired through the course and convert it into know-how.

In brief

Type of education

* Initial education

Kind of education : Second cycle |
masters degree

Internship : Obligatory

Contacts

Responsible(s)

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Training content

This information is for guidance purposes.

Organization

Fourth year Public and political communication

Fifth-year Public and political communication

Access conditions

Sciences Po Bordeaux Diploma : [First year](#)

[Find out more about the requirements for admission to fourth year](#)

Professional insertion

Communications officer, project manager... in the field of political and/or institutional communication, at both national and local levels, for elected and/or institutional political actors, but also for para-public organizations.

Fourth year Public and political communication

Organization

Transverse skills

Transverse skills (Mandatory)

General Knowledge
Economics
Speciality CPP/SPSC
English
LVB

Languages (Choice: 1 Max number of courses to choose 7)

LVB – German
LVB – Arabic
LVB – Spanish
LVB – French as a foreign language
LVB – Italian
LVB – Portuguese
LVB – Russian

Sport

Core knowledge

Classes - semester 1 (Mandatory)

Electoral sociology
Theory of political communication
Theories of organizational communication

Final Oral Examination - Outward-looking class/involvement (Mandatory)

Final Oral Examination
Outward-looking class or validation of students' extracurricular activity involvement

Specialized skills

Classes - semester 2 (Mandatory)

Political psychology
Agenda setting and Issue Definition
Local political life
The stakes of political communication

Specific seminars (Mandatory)

Careers in communication and marketing
Social networks and media relations management



ISIC seminars (Mandatory)

Indesign
Editorial strategies and projects
Communication plan



Fifth year Public and political communication

Organization

Transverse skills

Method conferences (10.0 credits ECTS) (Mandatory)

General knowledge
Economics
English
LVB

Languages (Choice: 1 Max number of courses to choose 8)

LVB – German
LVB – Arabic
LVB – Chinese
LVB – Spanish
LVB – French as a foreign language
LVB – Italian
LVB – Portuguese
LVB – Russian

Examinations (6.0 credits ECTS) (Mandatory)

Final Oral Examination – English
Final Oral Examination – LVB

Consolidation of disciplinary knowledge

Certificate 1 : Fundamentals of communication (6.0 crédits ECTS) (Mandatory)

Change and crisis communication
Immersion : the profession of communicator
Communication and information law
CSR communication

Certificate 2 : Practice of public communication (6.0 credits ECTS) (Mandatory)

Strategies of communication and territorial promotion
Communication plan
Digital strategies of political actors

Certificate 3 : Practices of political communication (6.0 credits ECTS) (Mandatory)

Practices of political communication
Digital practices and web writing
Digital strategies of political actors
Political signals and image
Public spaces and innovations
Applied research



Transition into the professional world

Workshops, simulations and tutored projects (Mandatory)

Professional seminar
Internship tutoring
Events and press relations

Internship
