



## 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

#### Partner schools

Université Bordeaux  
Montaigne - ISIC

### Contacts

#### Responsible(s)

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## Training content

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This information is for guidance purposes.

## Organization

Fourth year Public and political communication

Fifth-year Public and political communication

## Access conditions

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

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

## Professional insertion

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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

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##### ■ Transverse skills (Mandatory)

- General Knowledge
- Economics
- Speciality CPP/SPSC
- English
- LVB
  - Languages (Choice: 1 Among 7)
    - LVB – German
    - LVB – Arabic
    - LVB – Spanish
    - LVB – French as a foreign language
    - LVB – Italian
    - LVB – Portuguese
    - LVB – Russian

- Sport

#### ■ Core knowledge

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##### ■ 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

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■ **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

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##### ■ Method conferences (10.0 credits ECTS) (Mandatory)

- General knowledge
- Economics
- English
- LVB

##### ■ Languages (Choice: 1 Among 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

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##### ■ 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**

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■ **Workshops, simulations and tutored projects (Mandatory)**

- Professional seminar
- Internship tutoring
- Events and press relations

■ **Internship**

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