



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

Organizational unit

Sciences Po Bordeaux (Etablissement racine)