Fifth year Public and political communication

Organization

- **Transverse skills**

- **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**
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

Worshops, simulations and tutored projects (Mandatory)
- Professional seminar
- Internship tutoring
- Events and press relations

Internship

Organizational unit

Sciences Po Bordeaux (Etablissement racine)