



## Fourth year Public and political communication

### Organization

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#### Transverse skills

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##### 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

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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

## Organizational unit

Sciences Po Bordeaux (Etablissement racine)