Fourth year Public and political communication

Organization

- **Transverse skills**
  
  - **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**
  
  - **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**
Fourth year Public and political communication

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)