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**
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)