

Field of study **Human and social sciences, architecture, sport Management, Economy, Communication**

Training available in

Apprenticeship

Continuing education

Recognition of prior learning

#### How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

#### Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris  
GRETA METEHOR - ENC Bessières - 70 Boulevard Bessières 75017 Paris

#### Calendar :

1 week of classes / 2 weeks in a company

#### Contacts :

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#### More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

[sio@univ-eiffel.fr](mailto:sio@univ-eiffel.fr) / Tel : +33 1 60 95 76 76

## Professional Bachelor Communication Careers: Communication Manager Digital Communication Manager for Local Authorities



Institut Francilien d'ingénierie des Services (IFIS)

Professional Bachelor LP

#### TO GET THERE

- Second-year Licence degree: history, literature, psychology, economics and business studies, visual arts, cultural mediation, information and communication
- Technical university diploma: information and communication, communication services and networks, tourism development
- Advanced vocational training certificate: communication, tourism, managerial support.

#### ACQUIRED SKILLS

- Understanding local government organisations and their fields of action
- Understanding the different aims and audiences of local communication
- Managing different communication tools.

#### YOUR FUTURE CAREER

After graduating from the professional Licence, students mainly work as communication officers, assistant communication officers or project managers. Some go on to work as private office staff for local authorities.

Every year, some students take the exam to become a Local Government Editor. Others continue their studies through a professional Master's at a university (economic intelligence, new technologies, political communication) or at a private school (events, advertising).

#### BENEFITS OF THE PROGRAM

This professional Licence was the first in its field to propose a work-study programme with a focus on local government, over ten years ago. The content of the course, with the help of professionals and thanks to regular monitoring, has evolved to reflect the context, both in the field of communication and in the world of local government, which has radically changed in recent years as a result of legislative decisions.

More information



## YEAR

### **ENVIRONNEMENT INSTITUTIONNEL DES COLLECTIVITES TERRITORIALES (ECTS:11)**

- Connaissance des collectivités territoriales
- Service Public national
- Droit de la Communication et du Numérique
- Finances Publiques Territoriales

### **STRATEGIE ET CONDUITE DE PROJET COLL TERR (ECTS:11)**

- Démarche Stratégique
- Expression Professionnelle Ecrite
- Veille Evaluation de la Communication

### **OUTILS DE COMMUNICATION DIGITALE (ECTS:16)**

- PAO Print
- WEB site et newsletter
- Datascience au service du citoyen
- WEB Design
- Stratégie Multicanal : mobile, applications
- Evaluation Web : image, e-reputation, SEA, SEO,
- Réseaux Sociaux

### **PRATIQUE DE LA COMMUNICATION COLL TERR (ECTS:5)**

- Plan de Communication
- Communication Evenementielle TERRITORIALE

### **Projet Tuteuré (ECTS:5)**

- Suivi de projet
- Travail en autonomie sur les projets tutorés

### **STAGE (ECTS:12)**