

Field of study **Human and social sciences, architecture, sport**

Training available in

Apprenticeship

Continuing education

#### How to apply :

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

#### Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Bois de l'Etang 5 Boulevard Descartes 77420 Champs-sur-Marne

#### Calendar :

3 weeks full-time at the university, followed by 3 days at the company/2 days at the university (Thursday and Friday).

#### 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



## Master's degree Social Sciences Corporate Communication and Social Media



UFR de Sciences Humaines et Sociales (SHS)

Master's degree M1 M2

#### TO GET THERE

This Master's degree is for students of sociology and human and social sciences (information-communication, history, geography, etc.). For M1: a Licence degree or equivalent (180 ECTS), for M2: the first year of a Master's degree (M1) or equivalent. Candidates are expected to have a good level and to be motivated by a career in communications.

#### ACQUIRED SKILLS

As well as using communication techniques and tools, the aim of the course is to train students to be able to draw on their mastery of the social sciences to develop innovative communication strategies on their own and to reflect on their practices.

The course also aims to ensure that students know how to implement communication strategies in line with a company's overall policy, and that they master the conceptual foundations of communication in relation to their operational context.

Lastly, the course aims to make students aware of the major challenges posed by digital technology, so that they are in a position to face the current changes in the world of communication with confidence.

#### YOUR FUTURE CAREER

This degree enables you to start out as a communications officer in a company (in the communications department, a support role or in an operational department) or as a project manager in a communications consultancy. It enables you to progress rapidly to positions of responsibility in the world of communications.

#### BENEFITS OF THE PROGRAM

1- Work-study training The course is offered on a work-study basis from the first year, at the university (2 days a week) and in a company (3 days a week), in order to give students professional experience. Depending on their age, students sign an apprenticeship or professional training contract (a 24-month contract for the first year and a 12-month contract for those entering directly into the second year). 2- Emphasis on digital technology Digital technology now plays an essential role in the world of communication, and the course places particular emphasis on this aspect through the profile of the teaching staff and the nature of the teaching. 3- Learning through research Accompanied by lecturer-researchers, students learn by carrying out an original investigation into communication and/or digital technology (research dissertation).

# PROGRAM

## SEMESTER 1

Sciences sociales 1  
Sociologie des mondes numériques (ECTS:3)  
Sociologie des sciences et de l'innovation (ECTS:2)  
Analyser en sciences sociales 1  
Méthodologie du mémoire (ECTS:5)  
Enquêter en sciences sociales (ECTS:5)  
Elargissement des connaissances 1  
Culture juridique (ECTS:3)  
Anglais (ECTS:2)  
Communication 1  
Marketing numérique 1 (ECTS:2)  
Création graphique (ECTS:3)  
Stratégie de communication (ECTS:3)  
Expression écrite (ECTS:2)

## SEMESTER 2

Analyser en sciences sociales 2  
Méthodologie du mémoire & stage (ECTS:15)  
Enquêter par les données (ECTS:5)  
Communication 2  
Enjeux environnementaux (ECTS:4)  
Le numérique en entreprise (ECTS:2)  
Marketing numérique 2 (ECTS:1)  
Communication Interne (ECTS:1)  
Elargissement des connaissances 2  
Informatique (ECTS:1)  
Anglais (ECTS:1)  
Atelier pré-pro (ECTS:1)

## SEMESTER 3

Enseignements fondamentaux 1  
Sociologie des problèmes public (ECTS:2)  
Diagnostic organisationnel (ECTS:2)  
Anglais de la communication (ECTS:2)  
Enseignements professionnels 1  
Communication interne (ECTS:2)  
Relations presse & e-réputation (ECTS:2)  
Événementiel (ECTS:2)  
Stratégie de communication & gestion de budget (ECTS:2)  
Marketing et publicité numérique (ECTS:2)  
Enseignements techniques et pratiques 1  
Design graphique (ECTS:2)  
Ecrire pour le web et les médias sociaux (ECTS:1)  
Communication visuelle (ECTS:1)  
Mémoire 1  
Soutenance intermédiaire mémoire (ECTS:5)  
Atelier de recherche en sciences sociales  
Stage 1  
Suivi de stage (ECTS:5)

## SEMESTER 4

Enseignements fondamentaux 2  
Socio de la transition écologique : approche par la conso. (ECTS:2)  
Droit de la communication (ECTS:2)  
Enseignements professionnels 2  
Communication de crise (ECTS:2)  
Penser et travailler avec des données (ECTS:1)  
Enseignements techniques et pratiques 2  
Social Media Management (ECTS:1)  
Développement web (ECTS:2)  
Mémoire 2  
Atelier de recherche en sciences sociales  
Soutenance mémoire (ECTS:15)  
Cycle de conférences  
Cycle de conférences  
Stage 2  
Stage (ECTS:5)  
Accompagnement à la recherche d'emploi