

Field of study **Management, Economy,  
Communication**

Training available in

Apprenticeship

Initial training

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

#### Calendar :

Classes are held every Thursday from October to July plus six weeks spread throughout the year.

#### Contacts :

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Office : 111

#### 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 Economic Intelligence Influence, Lobbying and Social Media



Institut Francilien d'ingénierie des Services (IFIS)

Master's degree M2

#### TO GET THERE

This course is for students who have completed three years of higher education after a high school diploma. It is open to students with training in the field of information and communication science, management, political science, law and social science in general, or professional experience eligible for the validation of professional skills. For candidates with more atypical profiles, the admissions panel looks in particular at the professional experience presented in their CV and cover letter (student jobs, volunteering, political and civic commitments, internships, apprenticeships).

Between one and two thirds of second-year students on the Economic Intelligence - Influence, Lobbying and Social Media Master's are "newcomers" who have not completed the core Economic Intelligence - Info-com modules. However, the simplest entry route to the second-year Master's course in Economic Intelligence - Influence, Lobbying and Social Media is through the first-year Master's course at Université Gustave Eiffel. Students from this course have an ideal foundation of theoretical knowledge in social science and a range of economic intelligence methods, techniques and tools.

#### ACQUIRED SKILLS

- Be able to implement decision-making analysis processes in companies, ministries and local authorities; intelligence and survey methods; communication and influence strategies; sorting, presenting and transmitting information,
- Master social media strategies; relationships with influencers; design, formalise and evaluate lobbying / advocacy strategies,
- Organise risk prevention in the field of digital identity and reputation,
- Be able to manage crises; nurture an ethical reflection

#### YOUR FUTURE CAREER

- Member of an economic intelligence unit in a company;
- Head of a reputational risk monitoring unit;
- Influencer; information / disinformation consultant and corporate communication strategy;
- Lobbyist;
- Coordinator of networks of actors (federations, associations, groups) and communities (clubs, think tanks);
- External, institutional and digital communication manager;
- Community manager, particularly on social networks (community management);
- Watchman, investigator and analyst on social networks;
- Consultant in public affairs and public relations.

#### BENEFITS OF THE PROGRAM

- Val d'Europe urban campus and building in the heart of Val d'Europe. - Innovative projects and IFIS network, projects with international partners. - Study trips to Brussels, conferences and research seminars. - Mixed teaching methods: theory classes, tutorials, case studies and role plays. - Empowering and creative tutored projects: communication audits; lobbying; events; digital presence and influence strategies, communication 2.0. actions; intelligence; infographics; serious games. - Personalised tutoring for all students (apprenticeships, long work-study placements or continuing education): CV workshops, media training, skills assessment.

More information



# PROGRAM

## SEMESTER 3

### **UE 1 - Veille et information élaborée** (ECTS:9)

- Veille : sources, stratégie, outils et méthodologies
- Outils de production d'information élaborée et cartographie décisionnelle
- Enjeu et traitement des Big data

### **UE2 - Communication** (ECTS:9)

- Communication institutionnelle, mécénat et sponsoring
- Communication de crise
- Communication visuelle et audiovisuelle
- Socio-sémiotique de l'influence, représentation, assignation
- Communications d'entreprise et managériales responsables

### **UE 3 - Influence** (ECTS:9)

- Médias, information, économie de l'attention, infoguerre
- Communication web : identité, e-réputation, médias sociaux
- Influence et influenceurs et lobbying

## SEMESTER 4

### **UE 4 - Lobbying** (ECTS:7)

- Soft power, communication politique et diplomatie publique
- Rhétorique et plaidoyer : argumentation
- Méthodes et outils de lobbying et plaidoyer
- Environnement normatif, déontologie et éthique
- Stratégies et techniques de négociation

### **UE 5 - Stratégies internationales et gestion de projets** (ECTS:9)

- Conseil - Gestion de la relation client
- Conseil - Livrable écrit et animation de réunion
- Outils et stratégies internationales hybrides d'IE
- Business English, Management, Lobbying and Public Relations

### **UE 6 - Techniques d'enquête et initiation à la recherche** (ECTS:8)

- Méthodologies d'enquête qualitatives
- Recherche et vulgarisation scientifique : mémoire, article
- Conférences métiers - Business forums, interviews and trips
- Marketing et data driven marketing

### **UE 7 - Tremplin professionnel** (ECTS:9)

- Alternance : apprentissage, stage (5 mois min.)
- Bilan de compétences