

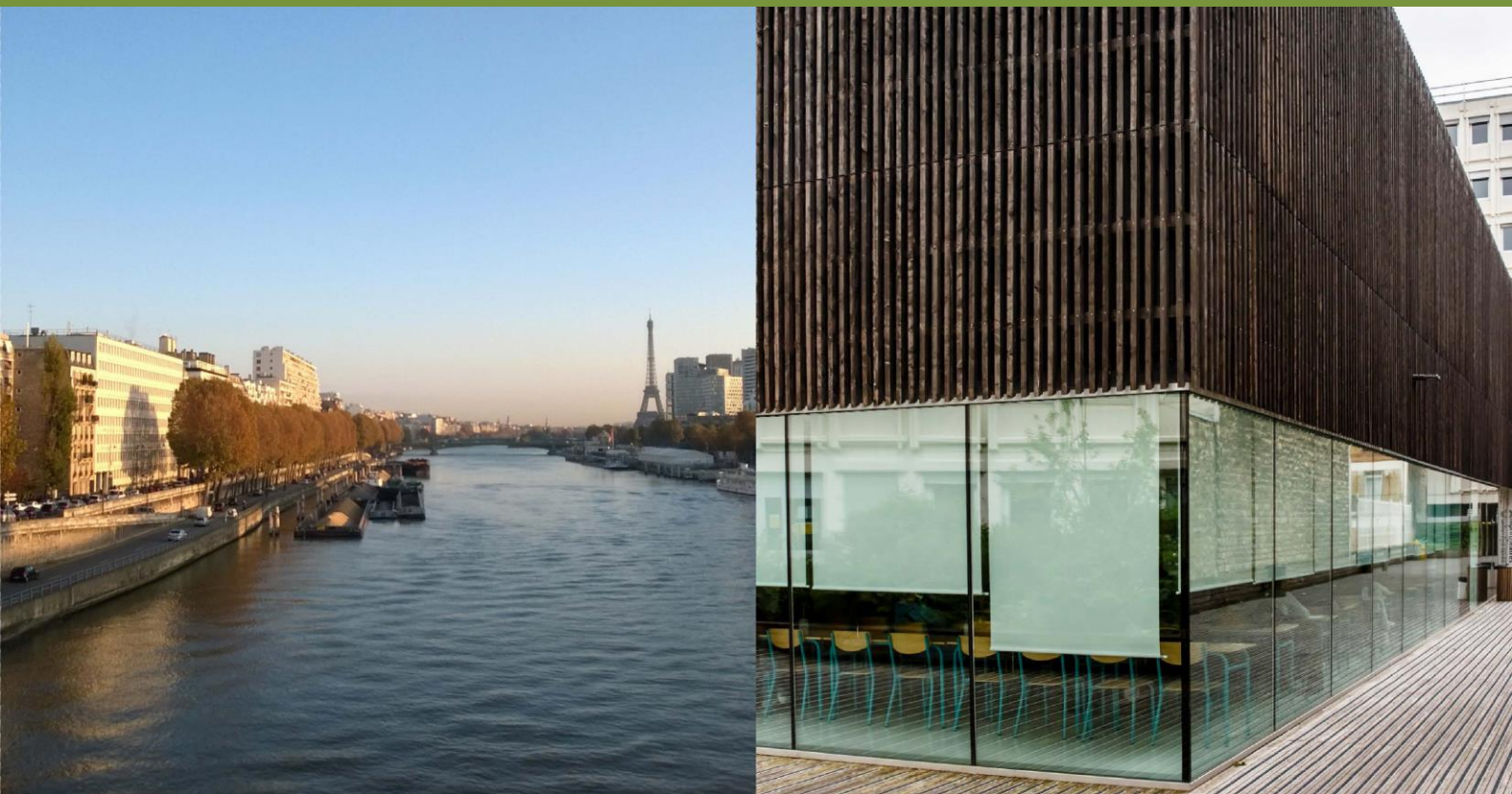


IUT de Paris - Rives de Seine
Université Paris Cité

Course offer in English for international exchange students in

Information & Creative Communication

School year 2024-2025



PRESENTATION

Welcome to the IUT of Paris – Rives de Seine!

Foreign exchange students at The University Institute of Technology (IUT) of Paris – Rives de Seine, Université Paris Cité, can choose courses in English or/and French of the University Bachelor of Technology (BUT) in Information-Communication.

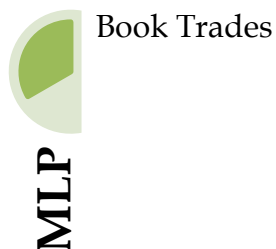
The objective of the BUT in Information-Communication is to train students for professional activity in the field of information and communication. The BUT prepares for professions that focus on the development of strategic dimensions of information and communication in companies, public organizations, associations, media, agencies...

This training is characterized by:

- a solid foundation in information and communication sciences and, more generally, in the human and social sciences;
- the development of the general and professional culture of the information and communication professions;
- the special requirement for the quality of French expression, both in writing and orally;
- applied language instruction, English being compulsory and a second living language depending on the proposals made in the various departments;
- In-depth lessons on digital tools and their mobilization in the different professional paths offered in the different specialization paths;
- the valorization of audiovisual writings.

This training aims to provide students with a solid academic culture consisting of knowledge and know-how, supported by a professional culture of trades.

The Information and Communication Department of the IUT of Paris – Rives de Seine, Université Paris Cité, offers three specializations from the first year onwards:



The BUT offers genuine assets for a swift integration into the workforce. It also allows graduates the possibility to pursue their studies in order to obtain a Master's degree.

If your level of French is B2 or better, we encourage you to try and take courses in French to further improve your level.

- ☞ A semester is worth 30 ECTS credits.
- ☞ A one-year exchange is worth 60 ECTS credits.

International students are subject to **continuous assessment**: each teacher decides on assignments for a given course. They do not take final examinations.

International students only follow tutorials, not lectures. They can choose either or both:

- Regular courses (tutorials)
- SAÉs
An SAÉ (learning and evaluation task) is not a course but a group activity carried out over a limited time during which small groups of students, with the help of teachers and professional speakers, work on constructing a project from beginning to end (research, design, communication) before presenting it. This is often done in the form of a role play. SAÉs aim at putting students in real-life, practical professional situations in which they can use their theoretical knowledge.

Courses delivered during semesters 1 and 2 are part of the first level of the 3-level degree, 3-year degree, (BUT) in Information-Communication.

Courses delivered during semesters 3 and 4 are part of the second-level Bachelor's degree.

Courses delivered during semesters 5 and 6 are part of the third-level Bachelor's degree.

All questions regarding the course offer, in French and/or in English, should be addressed to the international exchange coordinator for the department of Information and Communication and her assistant:

International exchange coordinator

Ms. Alice Le Roy
aleroy2468@gmail.com

Her assistant

Mr. Dimitri Mas
dimitri.gamby-mas@u-paris.fr

IMPORTANT NOTICE Students applying for an exchange at the IUT should keep in mind that they will fill out a provisional learning agreement which will be confirmed at their arrival, but which may be subject to variations.

The official and final learning agreement will be established shortly after the student's arrival at our institution with the help of the international exchange coordinator.

WINTER SEMESTER

FLE1

French for Foreigners

ECTS Credits	4
Level	2 (semester 3)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

For all exchange students who want to learn French as beginners or want to improve their language skills in French. This course aims at consolidating your grammar, developing your cultural knowledge about France and at teaching you to use French in a communication and professional context by working on your listening, speaking, reading and writing skills.

The university's Language Centre offers exchange students the opportunity to continue learning French in a guided workshop. The teachers offer a weekly meeting of one and a half hours, at all levels, to accompany the participants in their individual approach to strengthen their knowledge and acquire new skills.

Real beginners (A1) can also register for a dedicated course.

NOTICE **Intercultural Communication** and **French for Foreigners** can only be taken together, as a combined course of 6 ECTS

WINTER SEMESTER

TC101 Intercultural Communication

ECTS Credits	2
Level	2 (semester 3)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

The purpose of this module is to help international students put their knowledge of French into practice, whether they are beginners, or of intermediate or advanced levels.

It consists of two parts:

- In pairs or small groups, Erasmus students organize a one-hour tour (in French) of a district of their choice in order to discover Paris.
- Then they create a videoblog to share their intercultural experience.

NOTICE **Intercultural Communication** and **French for Foreigners** can only be taken together, as a combined course of 6 ECTS

WINTER SEMESTER

TC102

Innovative Business and Communication Models

ECTS Credits	4
Level	3 (semester 5)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

Climate change and the digital revolution are the 2 major disruptive factors of the 21st century. In this context business and communication practices are changing. This module will introduce different economic models: the social and solidarity economy, the doughnut economy, reconomy, transition towns, the cooperative movement, local currencies. It will be based on some theory and case studies but also on field trips in Paris and the wider metropolitan area where students will meet entrepreneurs who have succeeded in defining business models tailored to the local territorial context. The innovation process will be analyzed through the paradigm of local ecosystems. Documenting the field trips will be part of the process. To conclude, students will present initiatives in their own countries.

NOTICE Course **highly recommended** to all exchange students.

WINTER SEMESTER

R1.06

Informing and Communicating

ECTS Credits	6
Level	1 (semester 1)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

In a first stage, we upgrade and then strengthen the basics of English at the phonetic, lexical or morphosyntactic level in order to increase the ability to communicate effectively and with ease, both written and oral, both in the private sphere and in a professional environment.

The resource continues to develop the ability to communicate correctly, both orally and in writing.

The objective of the resource is to gradually develop the capacity to conceptualize, analyze and argue based on authentic documents of all kinds: printed or electronic (articles from newspapers or journals, professional documentation, infographics...), graphics or audiovisual while encouraging reflection on the quality and reliability of the sources used.

We work on international media education and encourage reflection on the issue of knowledge and reliability of sources.

WINTER SEMESTER

R1.COMOR.18

Digital Visualization Tools and Infographics

ECTS Credits	6
Level	1 (semester 1)
Workload	13 hours + homework
Evaluation	Continuous assessment

Course content

The resource aims to educate students about the fundamentals of data representation:

- familiarize yourself with the main statistical concepts (percentage, average, standard deviation, median...) in order to control the use made of the data,
- know the different types of graphs available to choose the most appropriate for the communication objective,
- use different digital data visualization tools,
- editorialize graphs and improve their appearance (retouching),
- be able to justify their graphic choices.

NOTICE **Data Processing** and **SAÉ Using data to analyze audiences and their practices** are highly recommended with this course.

WINTER SEMESTER

R1.COMOR.20 Data Processing

ECTS Credits	6
Level	1 (semester 1)
Workload	13 hours + homework
Evaluation	Continuous assessment

Course content

Concepts of statistics and data manipulation:

- Apply processing to data for analysis and interpretation with a spreadsheet;
- Present the different types, main uses and fundamentals of a database (types of data, primary key, relationships...);
- Create a relational database (design the structure, create tables, fill tables) and formulate simple queries;
- Interpret, synthesize and present data collected in a database.

This resource is extended by "Digital Visualization Tools and Infographics".

NOTICE [Digital Visualization Tools and Infographics](#) and [SAÉ Using data to analyze audiences and their practices](#) are highly recommended with this course.

WINTER SEMESTER

R3.COMOR.04

Design for Social Change

ECTS Credits	6
Level	2 (semester 3)
Workload	20 hours + homework
Evaluation	Continuous assessment

Course content

The workshop's goal is to develop insight into why corporate, NGO and public communication strategies aimed at achieving social change can be effective – or fail.

Based on case studies and student-led presentations, the class gives the students a general overview of communication tools geared toward behavioral and social change. Each student will collect a dynamic toolbox of case studies and model policies in order to analyze the strategic use of communication by governing bodies, NGOs and grassroots organizations. By the end of the workshop, students will have considered the impact of a wide range of communications activities and analyzed approaches that extend beyond individual behavior change to include shifts in social norms, businesses and public policies.

WINTER SEMESTER

R3.MLP.04

The Future of Books

ECTS Credits	6
Level	2 (semester 3)
Workload	20 hours + homework
Evaluation	Continuous assessment

Course content

How to Recommend a Book - Lessons from writers, book store managers, librarians and readers.

WINTER SEMESTER

R3.PUB.03

Digital Culture

ECTS Credits	6
Level	2 (semester 3)
Workload	20 hours + homework
Evaluation	Continuous assessment

Course content

Digitization is the vector of a reconfiguration that is far from having exhausted all its effects, and already draws a new landscape that calls for some keys of analysis or decryption.

This resource aims to better understand and identify the changes in the cultural and communication industries and notably questions the influence of digital platforms and new intermediaries (infomediaaires) on the production and circulation of information and cultural content.

By addressing the issue of personal data and algorithms in the field of media and communication, this resource aims to awaken students to the critical discourses that accompany the development of these intermediaries (Facebook, TikTok, Youtube, Twitch, Apple News...) become essential.

It is thus a matter of understanding the logics at work, identifying the context, identifying the actors and analysing the issues.

WINTER SEMESTER

R3.PUB.04

The History of Creative Advertising

ECTS Credits	6
Level	2 (semester 3)
Workload	20 hours + homework
Evaluation	Continuous assessment

Course content

This class, which uses excerpts from AMC's TV series *Mad Men* and the PBS documentary "The Real *Mad Men* and Women of Madison Avenue", looks at how the Creative Revolution in the 1950s and 1960s disrupted advertising.

Based on case studies of the most ground-breaking advertising and PR campaigns of the time - among which the Volkswagen "Think Small" campaign, the Marlboro Man, the Coca-Cola Hilltop commercial - this class shows how advertising evolved in order to reflect new social norms, thereby establishing a different relationship with audiences.

WINTER SEMESTER

R5.COMOR.06

Organization Management and Strategy

ECTS Credits	6
Level	3 (semester 5)
Workload	22 hours + homework
Evaluation	Continuous assessment

Course content

Management skills are required in all sectors of activity and are of direct concern to the communicator, either in so far as he may be required to manage his own agency, or more frequently still in his advisory role. He must also be able to articulate his communication strategy with the organizational strategy.

This involves contributing to and supporting the development and implementation of the organization's strategy for, in particular, business development, but also change management (link with the S3 internal communication resource), human resources management, etc. This resource also allows you to acquire skills related to organizational and managerial changes (people, quality approach, etc.) according to the expected objectives. In particular, we will be able to focus on external and internal strategic diagnostics, SWOT, business or corporate strategic methods, or more specifically for the communication sector, the management of a global brand internationally.

Intended Competencies:

- Understand and evaluate an organization's overall strategy by conducting internal and external environmental analysis, building and presenting strategic directions, and developing and disseminating the roadmap;
- Knowledge of the tools for steering the overall strategy of an organization: control, analysis and adjustment of the strategy according to intermediate results, monitoring of projects and adaptation of objectives according to performance, and steering the various strategic players of the company;
- Coach and lead all teams (individual and collective).

WINTER SEMESTER

R5.COMOR.12

Crisis Communication and Reputation Management

ECTS Credits	6
Level	3 (semester 5)
Workload	16 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

WINTER SEMESTER

R5.MLP.02.FI

Libraries in context

ECTS Credits	6
Level	3 (semester 5)
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

This course gives a brief overview of libraries internationally, the challenges they face as well as best practices in a changing world. The specific vocabulary and some of the current issues of library and information science are studied. Oral presentations and visits to libraries are part of the course.

WINTER SEMESTER

R5.MLP.02.FA

Publishing in the Anglo-American sphere

ECTS Credits	6
Level	3 (semester 5)
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

This course looks at the vocabulary of publishing, trends in the process of producing, marketing and selling books as well as current issues and the main actors involved, with a focus on the Anglo-American specificities. Oral presentations and case studies.

WINTER SEMESTER

R5.PUB.02

Initiation to Intercultural Relations and Communication

ECTS Credits	6
Level	3 (semester 5)
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

The course aims to transmit language skills adapted to the world of advertising in a globalized context.

WINTER SEMESTER

R5.PUB.07

Sustainable Destination Branding

ECTS Credits	6
Level	3 (semester 5)
Workload	22 hours + homework
Evaluation	Continuous assessment

Course content

International Advertising. This resource can be used to study the advertising discourse of different countries in relation to the languages studied (English, Spanish, German, etc.) in order to build a solid advertising culture. It will also be for the student to question the international advertising practices and to cross them with the Cultures and advertising trends studied elsewhere.

Specific Campaigns. This resource will be an opportunity to observe how advertising is constitutive of specific campaigns from a thematic point of view (public, institutional, territorial, political, etc.), technical (choice of a format, a particular and exclusive tool, etc.) or media (choosing an exclusive medium, a particular event, etc.).

WINTER SEMESTER

SAÉ 1.COMOR.05

Using data to analyze audiences and their practices

ECTS Credits	3
Level	1 (semester 1)
Workload	8 hours + homework
Evaluation	Deliverables

Course content

The aim is to analyze user or stakeholder practices through the exploitation of data sets.

Course content. The communication professional must base his strategic choices on stakeholder studies based on quantitative data from internal or external sources.

It is then necessary to collect data, to identify their structuring in order to uncover those that allow us to understand the processes they describe.

Attention must be paid to regularity as well as to anomalies, and the understanding of the phenomena observed must be explained in written form.

List of deliverables:

- Study of anonymized internal data (for example IUT application flow);
- Study of external data (customer survey, French cultural practices, platform user profiles, Open-Data, etc.).

NOTICE Using data to analyze audiences and their practices can only be taken if **Digital Visualization Tools and Infographics** and **Data Processing** have been selected.

WINTER SEMESTER

Courses offered in other Foreign Languages

R1.07

Intermediate Spanish or German

ECTS Credits	6
Level	1 (semester 1)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

R3.05

Intermediate Spanish or German

ECTS Credits	6
Level	2 (semester 3)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

WINTER SEMESTER

Additional courses offered by the IUT other departments

Course offers available on the IUT website:

<https://iutparis-seine.u-paris.fr/offre-de-cours-en-anglais/>

SPRING-SUMMER SEMESTER

FLE2

French for Foreigners

ECTS Credits	4
Level	2 (semester 4)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

For all exchange students who want to learn French as beginners or want to improve their language skills in French. This course aims at consolidating your grammar, developing your cultural knowledge about France and at teaching you to use French in a communication and professional context by working on your listening, speaking, reading and writing skills.

The university's Language Centre offers exchange students the opportunity to continue learning French in a guided workshop. The teachers offer a weekly meeting of one and a half hours, at all levels, to accompany the participants in their individual approach to strengthen their knowledge and acquire new skills.

Real beginners (A1) can also register for a dedicated course.

NOTICE **Intercultural Communication** and **French for Foreigners** can only be taken together, as a combined course of 6 ECTS

SPRING-SUMMER SEMESTER

TC201

Intercultural Communication

ECTS Credits	2
Level	2 (semester 4)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

The purpose of this module is to help international students put their knowledge of French into practice, whether they are beginners, or of intermediate or advanced levels.

It consists of two parts:

- In pairs or small groups, Erasmus students organize a one-hour tour (in French) of a district of their choice in order to discover Paris.
- Then they create a videoblog to share their intercultural experience.

NOTICE **Intercultural Communication** and **French for Foreigners** can only be taken together, as a combined course of 6 ECTS

SPRING-SUMMER SEMESTER

TC202

Innovative Business and Communication Models

ECTS Credits	4
Level	3 (semester 6)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

Climate change and the digital revolution are the 2 major disruptive factors of the 21st century. In this context business and communication practices are changing. This module will introduce different economic models: the social and solidarity economy, the doughnut economy, reconomy, transition towns, the cooperative movement, local currencies. It will be based on some theory and case studies but also on field trips in Paris and the wider metropolitan area where students will meet entrepreneurs who have succeeded in defining business models tailored to the local territorial context. The innovation process will be analyzed through the paradigm of local ecosystems. Documenting the field trips will be part of the process. To conclude, students will present initiatives in their own countries.

IMPORTANT NOTICE According to the places available.

SPRING-SUMMER SEMESTER

R2.05

Informing and Communicating

ECTS Credits	6
Level	1 (semester 2)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

In a first stage, we upgrade and then strengthen the basics of English at the phonetic, lexical or morphosyntactic level in order to increase the ability to communicate effectively and with ease, both written and oral, both in the private sphere and in a professional environment.

This resource continues by developing the ability to communicate correctly, the emphasis is on speaking.

This resource also addresses the cultural aspects of English-speaking countries.

Knowledge of the socio-cultural realities of the target language countries will also be discussed and deepened in order to integrate the intercultural dimension in the communicational approach, while acquiring the basics of professional vocabulary.

SPRING-SUMMER SEMESTER

R4.COMOR.04

Design for Social Change

ECTS Credits	6
Level	2 (semester 4)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

Level 2 (semester 3) Design for Social Change follow up.

R4.MLP.04

The Future of Books

ECTS Credits	6
Level	2 (semester 4)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

Level 2 (semester 3) The Future of Books follow up.

R4.PUB.04

The Future of Creative Advertising

ECTS Credits	6
Level	2 (semester 4)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

Level 2 (semester 3) The Future of Creative Advertising follow up.

SPRING-SUMMER SEMESTER

R6.COMOR.02.FA International Media

ECTS Credits	6
Level	3 (semester 6)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

This resource deepens that of the same name of semester 5 with the discovery of the culture of a group, that is to say the set of characteristics that distinguish its members from those of another group. This definition covers both visible manifestations – behaviours, language, artifacts – and invisible signs – norms, values, basic assumptions or beliefs.

R6.COMOR.02.FI

Sustainable Destination Branding

ECTS Credits	6
Level	3 (semester 6)
Workload	16 hours + homework
Evaluation	Continuous assessment

Course content

This resource deepens that of the same name of semester 5 with the discovery of the culture of a group, that is to say the set of characteristics that distinguish its members from those of another group. This definition covers both visible manifestations – behaviours, language, artifacts – and invisible signs – norms, values, basic assumptions or beliefs.

SPRING-SUMMER SEMESTER

R6.MLP.02.FI

Libraries in context

ECTS Credits	6
Level	3 (semester 6)
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

This course gives a brief overview of libraries internationally, the challenges they face as well as best practices in a changing world. The specific vocabulary and some of the current issues of library and information science are studied. Oral presentations and visits to libraries are part of the course.

R6.MLP.02.FA

International Perspectives in Publishing

ECTS Credits	6
Level	3 (semester 6)
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

This course looks at the vocabulary of publishing, trends in the process of producing, marketing and selling books as well as current issues and the main actors involved, with a focus on the Anglo-American specificities. Oral presentations and case studies.

SPRING-SUMMER SEMESTER

R6.PUB.02

Crisis Communication and Reputational Management

ECTS Credits	6
Level	3 (semester 6)
Workload	15 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

R6.PUB.06

Marketing Trends

ECTS Credits	6
Level	3 (semester 6)
Workload	20 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

UE2A05

International Media

ECTS Credits	6
Level	3
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

The Future of the News. This class provides a global overview of the current media landscape and looks at issues such as media consolidation, the decline in sales, readership and viewership in the mainstream print media, citizen and participatory media, the culture of connectivity and news consumption in the digital age.

The class, which starts with the screening of the documentary “Page One: Inside the New York Times” (2011), aims at developing media literacy among students in order to acquire the ability to evaluate and analyze media and develop a toolbox of relevant and trustworthy news sources.

Media Literacy. This class provides a global overview of the current media landscape and examines such issues as media consolidation, the decline in readership and viewership in the mainstream media, the culture of connectivity and new patterns of media consumption in the digital age.

The class aims at developing media literacy among students in order to acquire the ability to evaluate and analyze a wide range of media outlets and develop a toolbox of trustworthy and creative news sources.

SPRING-SUMMER SEMESTER

Internship in French and/or English

STAGE

Internship, written report and/or oral defense

ECTS Credits	12
Level	2 (semester 4)
Workload	6 to 10 weeks + homework
Evaluation	Internship report (with or without oral defense)

Course content

The trainee contributes to the activities of a department, an organization by responding to the professional needs expressed by the organization, by being supervised by a supervisor of the organization.

The 6 to 10 weeks internship is designed to allow the student to:

- mobilize all academic achievements and professional skills to analyse the problem, propose solutions and report on them;
- strengthen professional know-how and know-how;
- develop professional posture and autonomy;
- strengthen the personal and professional project.

The internship is assessed both by the company and teaching department based on the following criteria:

- The work achieved within the company, based on the objectives set in the internship agreement;
- The written report which shows evidence of the skills developed during the internship;
- The oral defense with a jury composed of members of the company and of the teaching department.

SPRING-SUMMER SEMESTER

Courses offered in other Foreign Languages

R2.06

Intermediate Spanish or German

ECTS Credits	6
Level	1 (semester 2)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

R4.05

Intermediate Spanish or German

ECTS Credits	6
Level	2 (semester 4)
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

See the International exchange coordinator.

SPRING-SUMMER SEMESTER

Additional courses offered by the IUT other departments

Course offers available on the IUT website:

<https://iutparis-seine.u-paris.fr/offre-de-cours-en-anglais/>



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