

PREPARE FOR A BORDERLESS CAREER

The International Communication programme at ISCOM equips you to manage communication and marketing in a globalized world.

As international companies continue to grow, the need for skilled professionals who understand multicultural dynamics and can build strategies that resonate across borders is more important than ever.

Through this 5-year programme, including the option for a work-study programme in the fifth year, you will gain the skills necessary to create and lead communication strategies for global brands, ensuring both local adaptation and global consistency.

You'll have the opportunity to learn from international experts, engage with global influencers, and develop a deep understanding of the cultural and consumer behaviors that shape today's markets.

KEY PROGRAMME HIGHLIGHTS

- **Multicultural Communication Expertise:** Learn to navigate the complexities of international communication, from language differences to cultural nuances, and create campaigns that speak to diverse audiences worldwide.
- **Luxury Brand Management:** Understand the unique challenges faced by global luxury brands, where tradition, innovation, and personalization are key to meeting the needs of discerning consumers.
- **Strategy and Execution:** Develop and implement comprehensive communication strategies that align with business objectives, including Corporate Social Responsibility (CSR) goals.
- **Global Perspective:** Master the art of balancing global brand consistency with local market adaptation, ensuring relevance and impact in any region.

Language of instruction: English

ISCOM Campuses: Paris, Lyon, Lille, Nice

Workload: 350-400 hours/ 60 ECTS per year

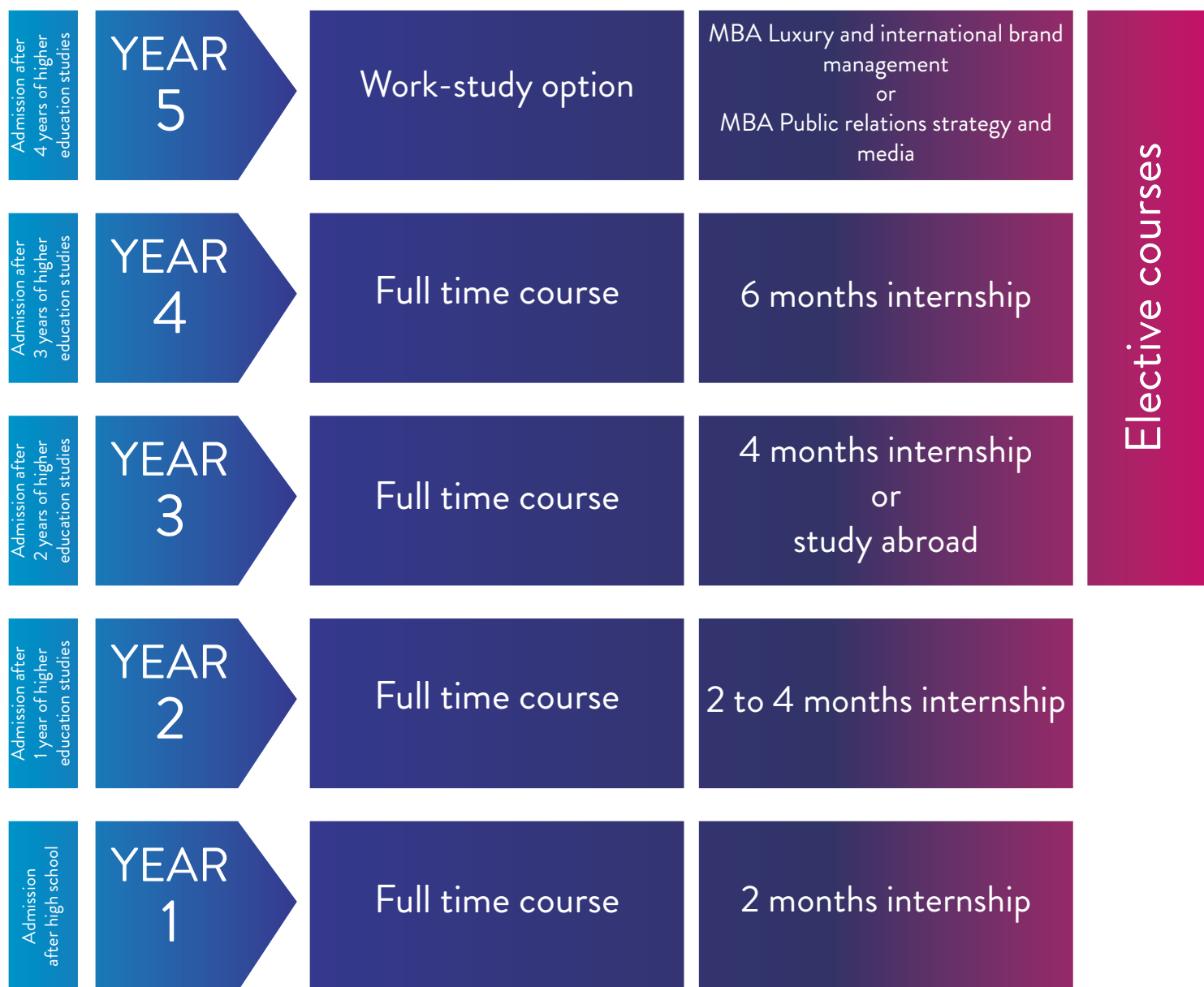
Professional experiences: Internships every year + work-study option in year 5

Intake: Each September

Contact information/admission details: info@iscom.fr or www.iscom.fr



PROGRAMME STRUCTURE



Years 1 to 3 (Bachelor): Foundational Knowledge and Skills – 180 ECTS

During the first three years, you will build a solid foundation in communication and marketing principles, with a focus on international contexts.

Key Courses:

• International Communication Strategy • Global Consumer Behavior • Intercultural Management • Media Relations and Global Influencer Collaboration

Tuition for Years 1-3: €8,800 per year

Year 4 (MBA1): Focus on International Communication

In the fourth year, you will deepen your expertise in international communication, focusing on the intricacies of global brands and how they navigate different cultural landscapes.

Key Courses:

• Luxury Brands: Marketing & Communication Strategies • Corporate Social Responsibility (CSR) & Luxury Brands • Global vs. Local Challenges in Communication • Brand Culture & Global Brand

Tuition for Year 4: €9,600

Year 5 (MBA2): MBA Specialization (Work-Study Option Available) – 240 ECTS

In the final year, you can choose between two MBAs to further specialize in your area of interest. The programme also offers the flexibility of pursuing your studies through a work-study format, allowing you to gain professional experience while continuing your education.

MBA Specializations:

1. MBA in Luxury and International Brand Management

Luxury Brand Communication • CSR Strategies in Luxury • New Global Consumer Behavior

2. MBA in Public Relations and International Media Strategy

International Press Relations • The Global Media Landscape • Media Training and Crisis Communication

Tuition for Year 5: €9,600



CAREER OPPORTUNITIES IN INTERNATIONAL COMMUNICATION

Graduates of the ISCOM International Communication programme are well-positioned to take on various roles within global companies and agencies, particularly in the luxury sector.

CAREER PATHS INCLUDE:

Agency – Luxury Clients: International Account Executive, Manager, Director • Strategic Planner

Client-side (Brands): Brand Manager, Marketing Manager • Global Brand & Marketing Manager • Digital Marketing Manager, Project Manager

Agency (General): Account Executive, Account Manager, Account Director

Corporate Communication Roles: Communication Officer/Manager/Director • PR and Influence Officer • CSR Communications Manager/Director • Head of Media Relations

WHY CHOOSE ISCOM?

ISCOM offers a global perspective on communication, with a curriculum tailored to prepare you for leadership roles in international settings. By joining our International Communication programme, you'll gain the tools to thrive in a fast-evolving, multicultural environment.



Join the ISCOM Community and Build a Global Career!