

iSCOM

X

you

JOIN THE WORLD OF COMMUNICATION

#WeAreISCOM
Célia, Grande École Programme

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iscom.fr

iscom

Definitely you!

ISCOM was founded in Paris in 1986, with the strong conviction that communication is a management function that contributes directly to corporate performance.

ISCOM is a general Grande Ecole that prepares its students for a professional life in communications (creation, advertising, digital technologies, events, press relations, public relations, design, influence, societal and sustainable commitment), while developing their sense of purpose, their critical thinking and their creativity, essential qualities for managerial responsibility.

In order to draw on the realities of the corporate world both in France and internationally, ISCOM is rapidly developing a network of 8 institutions in France and forging international partnerships in universities and companies across the world.

To study at ISCOM is to join a human and professional network, one that is solid and united; thousands of alumni, students, families, partners, companies and collaborators come together to create a passionate community, with the same values of commitment and progress that drive the school.

Marianne Conde-Salazar
Director ISCOM Group

editorial

ONE NETWORK 8 CAMPUSES

ISCOM IS IN BORDEAUX, LILLE,
LYON, MONTPELLIER, PARIS,
ROUEN, STRASBOURG, TOULOUSE
AND OUR ALUMNI ARE EVERYWHERE!

MORE THAN A SCHOOL, A COMMUNITY

#WeAreISCOM, is a community at the heart of communication strategy, brand design, digital technology and trends.

#WeAreISCOM, is a state of mind, a burst of energy, projects, enthusiasm, solidarity, sharing.

#WeAreISCOM, is also a network driven by common values: progress, commitment



OUR COMMITMENTS

ISCOM's mission is to prepare those who will lead the world of tomorrow. Our aim is to train tolerant, responsible, committed men and women who are capable of innovating while respecting their personal and professional environment, society, the city and its sustainable development challenges, and who will contribute to building a better world for the generations to come.

To fulfil this commitment, we put every effort into welcoming, training and supporting equally any young person with a disability or serious health problem. The school offers specially adapted support for each student and puts in place the arrangements they need for following courses, taking exams and student life in general.

The entire team is committed to supporting associations working in child protection, for example, or assisting entrepreneurs from neighbourhoods in sensitive areas, providing 100% organic feminine hygiene products, fighting against cyber-bullying and all forms of discrimination, etc.

Students here at ISCOM get involved with us in projects throughout their time here. Collaboration with humanitarian associations ensures that they are aware of these societal issues and helps develop their mindsets. We also encourage mutual aid between students, which can take the form of coaching in English, and tutoring or sponsorship between students from different year groups.

A RESPONSIBLE AND UNITED SCHOOL

ISCOM is a member of Campus Responsables, the foremost network in France of French Grandes Ecoles and universities committed to sustainable development, and is involved in many responsible projects that are also empowering for the students.

The school is thus part of a process of sharing best practices to mobilise our students and teaching teams to be involved in sustainable development, and also to improve quality of life and promote harmonious coexistence and well-being at school and in business.

RESPONSIBLE CAMPUSES

Along the same lines, the ISCOM Responsible student association offers Lunch&Care, conferences where working professionals and experts come together to discuss topical or society-related issues such as sexism, alcohol, racism or homophobia, etc.

There are also workshops for students who are experiencing difficulties with written or spoken language, who are dyslexic or dysphasic and who would like to improve their spelling.

Joining ISCOM means sharing our values of tolerance, commitment and progress so that you can truly participate in your own future. Together we can build the world of tomorrow.

Together, we will win!



BUILD YOUR CAREER WITH PASSION

YOUR CAREER, YOUR MISSION

Communication is experiencing an exciting period full of opportunities. Careers in communication, marketing, advertising design and influence are being reinvented by the digital transformation, in order to fulfil the needs of their markets. Find where you fit in at ISCOM.

Strategic Planner | Head of Advertising
Community Manager | Copywriter
Creative Director | Artistic Director
Storyteller | Media Planner | Customer Service
Director | Design Strategist | Brand Designer...

ADVERTISING CREATION AND MESSAGE DESIGN

INNOVATION & ENTREPRENEURSHIP

Director of Communications/Marketing
Communications Manager | Brand Manager/
Brand Director | Head of Brand | Consulting
Director in Communication | Brand Executive
Communications Consultant ...

Social Media Manager | Digital Project Manager
Brand Content Manager | Creative Technologist
Content Manager | Traffic Manager
Web Designer | Consultant in Search Marketing
UX Designer | Digital Planner | Data Visualist...

DIGITAL COMMUNICATION & TECH

EVENTS, REPUTATION & INFLUENCE

Press Officer | Public Relations Consultant
Event Project Manager | Public Affairs Manager
CSR/Sustainable Development Manager
E-Reputation Consultant | E-Influence Consulting
Director | Happiness Officer...

WHERE ARE THEY NOW?

HEAD OF MARKETING AND COMMUNICATION, Cegedim Insurance Solutions ■ COMMUNICATIONS
MANAGER, GENERAL PUBLIC AND YOUNG PEOPLE, ADEME ■ PR AND E-INFLUENCE CONSULTANT,
Agence Raoul ■ JUNIOR PRODUCT MANAGER, Hungry & Foolish ■ ASSISTANT PROJECT MANAGER
PACKAGING AND MARKETING, Nestlé Waters ■ COPYWRITER, Konbini ■ STRATEGIC PLANNER, HEREZIE
- 5^{ème} gauche ■ MANAGER OF SPECIAL OPERATIONS, ENTERTAINMENT, TF1 Publicité ■ CREATIVE
DESIGNER, Cosa Vostra ■ STORE MEDIA MANAGER, Monoprix ■ ARTISTIC DIRECTOR, Australie ■
INTERNAL COMMUNICATIONS MANAGER, AirLiquide ■ UX DESIGNER, Ekino ■ VIDEO DESIGNER, BRUT
■ COMMUNITY MANAGER, 750gr ■ DIGITAL PROJECT MANAGER, Ministère des Armées ■ INTERNAL
COMMUNICATIONS MANAGER, Total ■ COMMUNICATIONS MANAGER, Fondation Hermès ■ CREATIVE
TEAM (CR), DareWin ■ PROJECT MANAGER, Aressy ■ PRESS AND COMMUNICATIONS ASSISTANT,
Marc Dorcel ■ PACKAGING PROJECT MANAGER, Lonsdale ■ PROJECT MANAGER, Saatchi / Little stories
■ PROJECT MANAGER, STORE AND COMMUNICATION, Petit Bateau ■ CONTENT MANAGER, AR Factory
■ INTERNATIONAL ACCOUNT MANAGER, Dragon Rouge ■ POLITICAL COLLABORATOR /PRESS ADVISOR,
Conseil départemental de Seine Maritime ■ COPYWRITER, Rosapark ■ CREATIVE INFLUENCE MANAGER,
Reech ■ RETAIL MARKETING PROJECT MANAGER, Converse ■ MARKETING PROJECT MANAGER, Dans
ma culotte ■ MEDIA TRADER, Time One ■ FREELANCE + CO-FOUNDER, Waiho ■ PRESS OFFICER,
Agence Pressario ■ INTERNATIONAL COMMUNICATION MANAGER, Dailymotion ■ SOCIAL MEDIA
MANAGER, Aigle ■ COMMUNICATIONS MANAGER, Commission Armée Jeunesse – Ministère des Armées

OUR PROFESSIONS IN THE FUTURE

Communications and communication careers will play a key role in organisations. They are at the heart of value creation and innovation. They are driving forces, structuring and inspiring for businesses. Today's professions will evolve, some will be enriched, others will fade away to be reborn in another improved form.

GRANDE ÉCOLE PROGRAMME

THE KEYS TO UNDERSTAND THE WORLD

The Grande École Programme at ISCOM is a general programme, paving the way for all communications professions, from the most traditional to the most innovative and specific, including skills like UX design, customer experience, influence, design thinking, artificial intelligence and data marketing.

ISCOM students have come from a variety of courses and backgrounds, and evolve in an atmosphere of cultural and professional excitement, encouraging an interdisciplinary and multicultural environment. Workshops and inter-school or inter-specialisation challenges with companies, in France or abroad, are a regular part of the course.

The programme is organised around 5 major specialisations, leading to the 5 main professions for which we prepare students: international communication, digital transformation, influence and reputation, innovation and strategic planning, and creation.

From the start of the 2021 school year, all 1st-year students will have 5 immersive experiences, each one week long, to dive right into each of these 5 professions, to experience their culture and their ethics, and acquire the basic skills, to test themselves in each of the 5 major worlds that cover all communication professions. They will then be in a better position to choose their specialisation.

WHY CHOOSE THE ISCOM GRANDE ÉCOLE PROGRAMME?

TO LEARN THROUGH EXPERIENCE AND GRADUALLY JOIN THE WORLD OF WORK

Key points of ISCOM's Grande École Programme:

- the **course lasts 5 years**, giving students time to build their own professional project, always with individual attention and support
- **basic knowledge** for an understanding of the world and how it is changing
- **programmes taught in English** and **international pathways**
- **professional challenges** from 1st Year on
- **skills** that can be applied quickly in the professional environment
- **mandatory internships** in France or abroad
- **specialisations** to cover all areas of communication and open up to all opportunities in communications jobs. Students can then choose their own "communication profession" as they already have a good knowledge of the wide range of careers available, and have tested their desire and their affinity/aptitude for working in this field.

To achieve the following professional objectives:

- **to acquire the soft skills** specific to the communications professions and learn the "communicator's interpersonal skills"
- **to learn how to learn** like a true professional, remotely, autonomously, responsibly
- **to have a 360° vision of the communications professions** and obtain a responsible position at the end of the 5th-year work-study placement.

GRANDE ÉCOLE PROGRAMME IN 5 YEARS

“BRAND MANAGER” - RNCP STATE-CERTIFIED LEVEL 7 QUALIFICATION

The first 3 years consist of a foundation course of basic knowledge (general culture, written French, English workshop, marketing, basics of communication, brand and communication, brand sagas, media planning, etc.) including professional subjects related to communication and the relevant tools, creativity, the digital environment and various specialisations covering all areas of communication and opening up to all possible job opportunities in communication.

At ISCOM, every student gradually builds their own professional project based on their aspirations. Specialisations in the 4th and 5th years cover all communications and marketing professions, evolving to match companies' expectations.

1ST AND 2ND YEARS

5 IMMERSIVE WEEKS OF PROFESSIONAL EXPERIENCE

During each week, students are immersed in a communications branch to enable them to **understand** the culture, philosophy, challenges, vocabulary and ethics of a coherent group of professions, to **apply** the methods, ethics and uses of a profession, to **acquire the basic skills** in this profession and to **be amazed**, to share, to discuss, to show interest, or not, to like, or not, etc.

DISCUSSION, SHARING, CONFERENCES, DEBATING IDEAS

Sessions are organised in partnership with one of the most iconic companies in the business: well-known figures in the communications sector, Alumni, or our students' sponsors.

A COMPREHENSIVE LEARNING EXPERIENCE, INNOVATIVE EXERCISES AND CHALLENGES

Students learn by doing: theoretical teaching mirrors the scenarios supervised by working professionals.

SOFT SKILLS: companies expect these, they are essential in order to stand out in new work and learning contexts, we value sharing as part of professional behaviour.

MARKETING & COMMUNICATION: courses in knowledge of how businesses work, their environments, the issues they face, their markets, are added to generate interest and understand the challenges of marketing and the fundamentals of communication.

HUMANITIES: we provide courses on general culture, fluency in writing and speaking French, the art of debate and fluency in English.

3RD YEAR

Technical specialisation options are added and students choose their first operational specialisation.

In this year, students can have a 100% international experience. We offer our students two possibilities of living this experience abroad: the Erasmus programme, or an international internship which has two advantages: learning a foreign language or improving their fluency, and the discovery of another country in a professional context.

In 3rd year, our students develop skills in one of the communications disciplines, they develop the culture surrounding professions and communication and finally, they understand international communication. Elective courses are offered so that students can personalise their learning path and refine their choices (communication in institutions, Marketing, Digital, Influence communication).

IN 3RD YEAR, specialised technical courses are added and students choose their first operational direction: Communication and Digital Creation / Global Communication of Companies and Brands / Marketing and Advertising / Public Relations, Press, Events / Créa360 / Le Quatre, 100% Création / Marketing Communication Management / International Global Communications.

4TH YEAR

A WIDER CHOICE OF STRATEGIC SPECIALISATIONS

The choice of specialisation provides students with the expertise to master the managerial and strategic dimension of communication, to acquire skills and expertise in the different professions. This openness to the professional world of communication enables students to confirm beliefs and principles. Elective courses provide the opportunity to personalise the chosen path and apply topics covered in the specialisations.

Employment advice offered in the support system put in place encourages students to work on their profile as a communicator and their areas of differentiation.

4TH YEAR offers a wider choice of strategic specialisations: Public Relations Management / Global Communication of Companies and Brands / Communication and Digital Creation / Marketing and Advertising / Creative Design Branding / Créa360 / Le Quatre, 100% Création / International Global Communications / Marketing Communication Management in French and English / Global Marketing Communication (parallel admissions).

5TH YEAR WORK-STUDY PLACEMENT

TOWARDS PROFESSIONAL INTEGRATION

This year acts as a transition to a professional activity in a company, and has been in preparation throughout the course. In the 5th year, students have an apprenticeship contract and the status of employee. With specialisation courses at school and operational and managerial responsibilities at work, they are able to reinforce their skills and their autonomy.

The alternating rhythm of 4 days in the company and 1 day at school appeals to both students and the host companies. For our students, the work-study system is an additional asset in their professional path.

For the companies, work-study is an entry point to recruit young communicators who are creative, autonomous and responsible. ISCOM has created a professional community and has mobilised tutors to ensure that students are properly integrated and monitored.

In this regard, contact with companies is constant, whether for creating programmes, participating in classes or at themed workshops.

IN 5TH YEAR, the skills offered are based on brand management of economic, social and societal problems of businesses and brands: Event Influence and Strategy / Employer Branding HR Marketing / Political and Public Communication / Digital Communication and Creation / UX Customer Experience / Créa360 / Le Quatre, 100% Création / Creative Design Branding / Marketing and Management of Innovation / Responsible Brands and CSR / Entrepreneurship and Innovative Communication / International Global Communications.

COURSE OUTLINE

STUDIES MADE FOR YOU YOUR PACE, YOUR STYLE, YOUR EXPERIENCE

Throughout their studies, every student is free to build their own path.

From 1st year to 5th year, ISCOM offers students the chance to create their own individually-tailored course of study, including internships, creative or strategic challenges, the choice of in-depth study and electives, talent pathways, individual careers and support with enterprise creation.

5 YEARS

This is the time to build your professional and personal life project.

Now is the time to choose.

Digital and distance learning, when well planned and flexible, represent a tremendous route for innovation. Geographic limitations fade away: dividing your time between a company in Bordeaux and courses provided remotely by a political communications expert located in Strasbourg, a professional in gastronomy working in Lyon, an expert in shopper marketing living in New York... all this is child's play, once the technological tools have been mastered.

More than ever, the walls of the school are simply a point of reference, a symbol of stability and reassurance, in a world where no other dimension can claim to be stable. Teaching is passing on knowledge, developing skills, it is also sharing perceptions, feelings, a common experience. Face-to-face and distance learning must be flexible and combine together to build an educational project.

Masters or diploma equivalent to 4 or 5 years of higher education (240 ECTS CREDITS)

Bachelor's degree or diploma equivalent to 3 years of higher education (180 ECTS CREDITS)

Diploma equivalent to 2 years of vocational or higher education (120 ECTS CREDITS)

High-school diploma or Diploma equivalent to 1 year of higher education

"BRAND MANAGER" - RNCP STATE-CERTIFIED LEVEL 7 QUALIFICATION

5 TH YEAR							12 MONTHS WORK-STUDY		
MARKETING COMMUNICATION MANAGEMENT	EVENT INFLUENCE AND STRATEGY EMPLOYER BRANDING HR MARKETING POLITICAL AND PUBLIC COMMUNICATION	COMMUNICATION AND DIGITAL CREATION UX DESIGN, DATA & CUSTOMER EXPERIENCE CREATIVE DESIGN BRANDING	INTERNATIONAL GLOBAL COMMUNICATIONS	BRANDING & INNOVATION MANAGEMENT RESPONSIBLE BRANDS & CSR ENTREPRENEURSHIP & INNOVATIVE COMMUNICATION	CRÉA360	LE QUATRE			
4 TH YEAR							6 MONTHS INTERNSHIP		
MARKETING COMMUNICATION MANAGEMENT FRIEN	GLOBAL MARKETING COMMUNICATION	PUBLIC RELATIONS MANAGEMENT	GLOBAL COMMUNICATION OF COMPANIES AND BRANDS	MARKETING AND ADVERTISING	COMMUNICATION AND DIGITAL CREATION	CREATIVE DESIGN BRANDING	INTERNATIONAL GLOBAL COMMUNICATIONS	CRÉA360	LE QUATRE
3 RD YEAR							4 MONTHS INTERNATIONAL INTERNSHIP / ERASMUS		
MARKETING COMMUNICATION MANAGEMENT	PUBLIC RELATIONS, PRESS, EVENTS	GLOBAL COMMUNICATION OF COMPANIES AND BRANDS	MARKETING AND ADVERTISING	COMMUNICATION AND DIGITAL CREATION	INTERNATIONAL GLOBAL COMMUNICATIONS	CRÉA360	LE QUATRE		
2 ND YEAR							3 MONTHS INTERNSHIP		
FUNDAMENTALS OF COMMUNICATION				INTERNATIONAL INFLUENCE & EVENTS DIGITAL TRANSFORMATION INNOVATION & DEVELOPMENT CREATION					
1 ST YEAR							2-4 MONTHS INTERNSHIP		
FUNDAMENTALS OF COMMUNICATION				INTERNATIONAL INFLUENCE & EVENTS DIGITAL TRANSFORMATION INNOVATION & DEVELOPMENT CREATION					

ENTERPRISE IN THE SCHOOL

AT ISCOM, ENTERPRISE IS AT THE HEART OF THE CURRICULUM

Companies are at the heart of ISCOM, they help to create our programmes, and participate in classes and themed workshops. Our programmes combine theory and practice, incorporating real scenarios from the communications professions into students' everyday learning.

ISCOM IN FIGURES

- From 2 to 6 months of internship per year
- 1 full year of work experience in a company with work-study combination
- Almost 9,200 internship offers per year
- More than 3,100 work-study placement offers in 5th year
- More than 200 entrepreneurs call on our students every year for communication consulting assignments as part of the micro-agency communication project in 3rd year

COLLABORATORS FROM THE PROFESSIONAL WORLD

Most of ISCOM's external collaborators are working professionals from the world of communication, who come to share their know-how and experience with our young talents. They are from a range of different sectors.

OUR STUDENTS HAVE WORKED FOR...

AbBlock Plus / AccorHotels / Auchan Qualité / Audit / Babolat / Bigard / Bruce Field / Buzzman / Canal + / Coca Cola / Culture viande / Dacia / Décathlon / Deezer / Disneyland / EDF Diversité / Expo France 2025 / France Inter / Galeries Lafayette / Groupe Novelti / Groupe Pearl / La Vache Qui Rit / Le Cube / Le Petit Ballon / Les Deux Marmottes / Maisons paysannes de France / Milka / Moët&Chandon / Nescafé / Nespresso / Nikon / Orange / Petit Faune / Prime Productions / Publicis / SNCF / Société Générale / TF1 Vidéo / Youboox / Zenpark

“ My team and I learned to pool our different skills in the course of this project, which is not only rewarding but also hones our professional skills. ”

Richard NGOC, 4th-year student in Marketing Communication Management
Member of the winning team in the LAPEYRE business game

BRAND STRATEGY GAME with Disney, Orange and Canal+

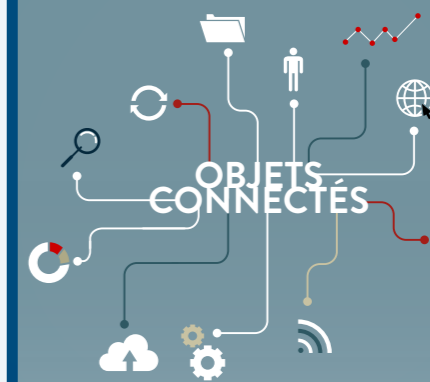


PROFESSIONAL PROJECTS AND STIMULATING CHALLENGES

Throughout their course, students experience real-life situations and are included in the discussions of professional teams. Meeting tight deadlines, working in a multidisciplinary team, co-creating and mastering technology: by working in project mode, our students are able to work with the efficiency that businesses require, they learn to work with different types of personality, and discover that the best ideas come from collaboration.

Simulations of competitions between consulting agencies, marketing games, brand strategy games, Creative Week, creative challenges: every year ISCOM students work on creative strategies, putting forward marketing recommendations, developing product launches, sharing thoughts on innovative projects for start-ups, businesses in all sectors, institutions, associations, etc. These are all opportunities for students to measure up their results alongside a company.

Every year, the Grand Prix Micro-agences is awarded to the best student projects for young businesses and start-up partners.



SEMINAR
5th Year
Connected objects
with Lonsdale Design

JEU MARKETING



MARKETING GAME
3rd Year
with Ouigo

“ At ISCOM, competitions and hours spent working in groups made up a large proportion of my course. It was hard but also really interesting and educational. And the satisfaction you get after the oral presentation makes it all worth it. ”

Mailis GIROS, ISCOM 2013
Product Development & Production Manager at CECILIE BAHNSEN



PASSION FOR CREATION AT ISCOM

After the first two years to practice and discover all the creative professions or by parallel admission in the 3rd, 4th or 5th year according to the prerequisites validated during the selection procedure, you will join the **CREA360** programme or the creative lab **LE QUATRE**, depending on your aspirations, your desires and your professional project. "Creation", the action of creating and also the result of this action, in the form of an idea, a concept, a model, an app, a visual, a message, a prototype, a packaging, an advertising spot...

So, yes, creation is beautiful, ambitious and complex... it requires commitment, desire, enthusiasm and takes many different paths, sometimes marked by doubts and also by immense satisfaction. At ISCOM, your creative energy is directed towards the creation and production of 360-degree content, either in a communications agency or at an advertiser's, or even towards the «advertising design» professions.

CREATIVE AT 360 DEGREES!

CREA360 is the creative programme that prepares you for careers in the creation and production of content (texts and images), in communication agencies or with advertisers. You create and produce content for a brand, a company or a start-up. You take a creative project from the brief to its implementation. You choose a major in graphic design, motion, or web design.

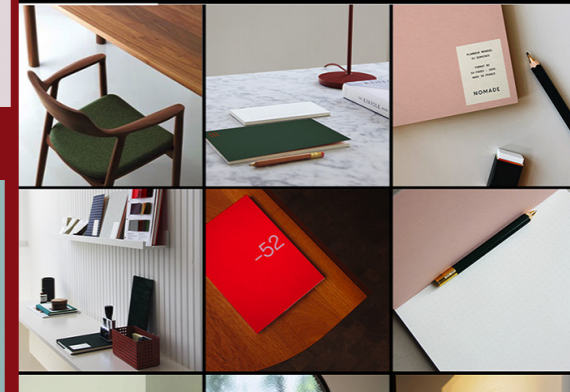
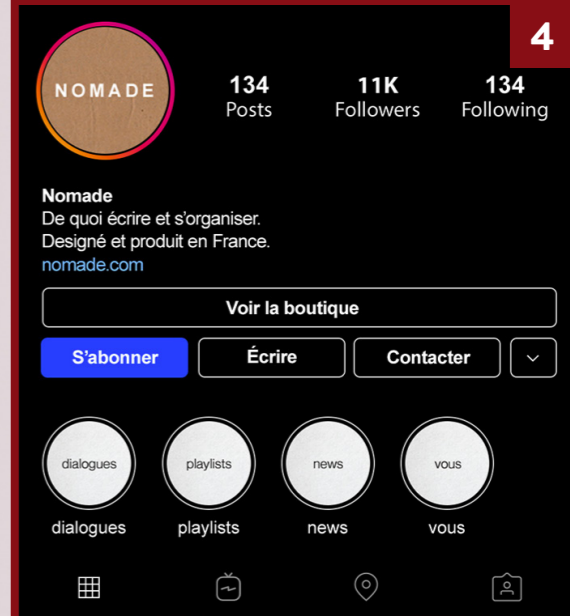
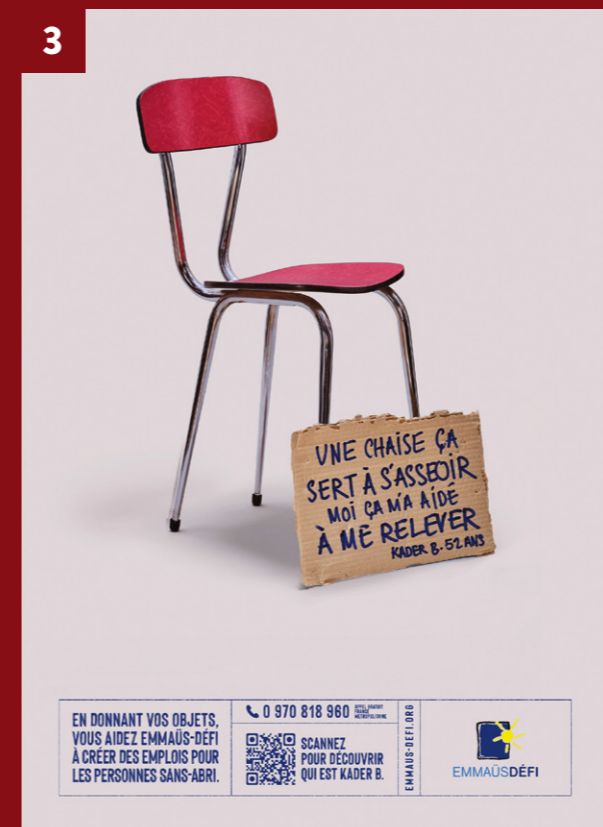
CREA360 prepares you for a wide range of creative and production professions, which are developed within all professional structures, based on a common foundation of artistic culture, artistic direction and solid knowledge of brands. It is a whole world of audacity and agility at 360 degrees, to which the creative advertising professions are adapted: designing the UX of an application, creating the healthy fast food brand of tomorrow, inventing the bot that selects our food, imagining a connected shop window or the media of the future that will be aimed at robots.

LE QUATRE

LE QUATRE welcomes creative people who want to work exclusively in the advertising world as part of an Art Director/Designer/Editor team.

Today, advertising agencies are looking for profiles that are more and more agile, reactive and familiar with digital uses. Le Quatre's mission is to develop the curiosity of young creative talents, to reveal the best insights and bring out creative ideas, in the service of a great brand, a brand that seeks to deliver a precise and inspiring message.

The training sessions are mainly led by agency creatives who invite the young talents to join the creative teams, within the agencies themselves, for 100% immersive experiences.



- 1 Laurine Prunier - Créa360**
Visual identity | Nino project
- 2 Mahé Parisse - Créa360**
Publishing | Confistique, Artistic Confinement
- 3 3rd year students - Le Quatre**
mmaus campaign, January 2021
- 4 Cléo Gaumet, Nomade - Créa360**
Branding, brand launch | Nomade project
- 5 Noémie Boudet - Créa360**
Motion design | Bancale

TO INFINITY, AND BEYOND! *



INTERNATIONAL GLOBAL COMMUNICATIONS

A COURSE TAUGHT 100% IN ENGLISH

Nowadays brands are global, teams are multicultural, customers are global too and English is the most commonly-used working language in the communications sector. This is why ISCOM offers International Global Communications, the English language specialisation in the Grande École Programme taught entirely by English-speaking collaborators. This specialisation offers an international approach to communication, based on US/UK teaching methods, it enables students to discover many different cultures and to look at communication differently. International Global Communications is accessible from 1st Year on the ISCOM Paris campus, but students can transfer to this specialisation at the end of any academic year. It provides a discerning approach to international communication with its specific cultural features. Learn how to present a project in English in a real situation, to work in a multicultural team, to start building your own international professional network, to prepare to travel abroad to embark on your international career and much more in this highly original course.

FRANCO-GERMAN PROGRAMME

A TRILINGUAL COURSE FOCUSED FIRMLY ON BUSINESS

To respond to the Franco-German economic momentum, ISCOM has developed a three-language programme: English, German and French. Produced in partnership with the international companies, Hagger and L'Oréal and with the European Parliament, this 5-year programme helps develop an intercultural view of businesses and institutions, with a detailed knowledge of specifically Franco-German aspects. The Franco-German programme is offered by the ISCOM campus in Strasbourg.

AMERICAN PROGRAMME

A GATEWAY TO THE UNITED STATES

After the 3rd year, students have the opportunity to join the American USCOM programme, run by the ISCOM campus in Montpellier. This programme is part of ISCOM's partnership with Winthrop University, South Carolina in the United States, a State university ranked among the top institutions in the south of the country.

Students can study for the Bachelor of Science in Integrated Marketing and Communication then go on to an MBA at the Winthrop University College of Business Administration, which is AACSB-accredited.



AUDACITY WEEK

Open up to every opportunity

For an entire week, students in 5th year at ISCOM work on actual business case studies and present their recommendations in English to real customers.

INTERNATIONAL DAYS

Take your inspiration from the latest trends

For three days in 2nd and 3rd years, all the students are immersed in the trends and reflection that drive the world of marketing and international communication through a series of conferences, master classes, and workshops led by ISCOM's permanent and invited international collaborators. The aim of these intensely rewarding days is to extend horizons, to feed minds and invite students to gain a better understanding of the world they live in and where they will work.

INTERNSHIPS ABROAD

Towards an international career

To encourage entrepreneurship among students and alumni, ISCOM has joined forces with SOS Pulse, one of the French operators of the ERASMUS programme for young entrepreneurs. ISCOM students are able to present a business plan or develop their young company thanks to the support of an experienced European entrepreneur and with a scholarship attached.

ERASMUS FOR YOUNG ENTREPRENEURS

A company, my company

Pour encourager l'entreprenariat des étudiants et des alumni, l'ISCOM s'est allié avec SOS Pulse, un des opérateurs français du programme ERASMUS pour jeunes entrepreneurs. Les Iscomiens ont la possibilité de présenter un projet d'entreprise ou développer leur jeune entreprise grâce à l'appui d'un entrepreneur européen expérimenté et une bourse associée.

ERASMUS+ ACADEMIC EXCHANGES

A semester at a European university

ISCOM manages a European Commission's ERASMUS+ 2020-2022 project which supports the mobility of young people abroad by providing financial aid. Thanks to an active network of more than 40 European partners, ISCOM students have the opportunity to spend a semester studying abroad with the aim of improving their portfolio of professional, linguistic and behavioural skills.

EDCOM INSTITUTE

Act for professional development

ISCOM is a member of the Edcom Institute, a branch of the EACA (European Association of Communications Agencies) which brings together professionals, schools and students in Europe to develop talents and communication standards. Edcom regularly proposes competitions and international challenges to students in the creative branches of communication.

FASHION INSTITUTE OF TECHNOLOGY

Boost skills by combining profiles

Every year, ISCOM renews its collaboration with the New York Fashion Institute of Technology (FIT) and welcomes FIT students to Paris. The students work on modules covering press relations, marketing, entrepreneurship with an internship in a communication agency or with an advertiser. Students from the two institutions also join forces in an international challenge which combines their different skills. While the FIT students bring their knowledge of marketing and communication for the creative industries, like the fashion industry, the ISCOM students share their experiences in creativity and branding.

CONTINUING YOUR STUDIES AT ISCOM

PARALLEL ADMISSION AFTER 2 OR 3 YEARS OF HIGHER EDUCATION

DUAL TRACK / DUAL SKILLS PROGRAMMES

ISCOM has set up dual track / dual skill programmes for students wanting to complete their initial training by adding a marketing and communication course.

These programmes enable students to acquire solid professional experience and work on very real case studies in the communication professions.

FOR STUDENTS WITH A 3-YEAR HIGHER EDUCATION DIPLOMA WHO HAVE ALREADY STUDIED COMMUNICATION

After an information-communication track or a business school course with a communication option, the **Global Marketing and Communication** programme gives students some real and practical experience in marketing.

FOR STUDENTS WITH A 2 OR 3-YEAR HIGHER EDUCATION DIPLOMA WHO HAVE NEVER STUDIED COMMUNICATION

The **Marketing Communication and Management** programme enables students to study in depth the strategic issues for brands and communication and gain real expertise in brand strategy.

ISCOM values the profiles of communicators who have gone through a variety of courses before coming to the communication sector. Talents that companies are looking for in a context where a mix of professional skills can be a plus for developing projects.

JOIN IN 3RD YEAR AND CHOOSE FROM THESE SPECIALISATIONS

Communicator profile: Communication and Digital Creation - Communication of Companies and Brands - Marketing and Advertising - Public Relations, Press, Events - Créa360 - Le Quatre - International Global Communications.

Non-communicator profile: Marketing Communication Management.

JOIN IN 4TH YEAR AND CHOOSE FROM THESE SPECIALISATIONS

Communicator profile: Public Relations Management - Global Communication of Companies and Brands - Communication and Digital Creation - Marketing and Advertising - Creative Design Branding - Créa360 - Le Quatre - International Global Communications - Global Marketing Communication.

Non-communicator profile: Marketing Communication Management.

JOIN IN 5TH YEAR AND CHOOSE FROM THESE SPECIALISATIONS

Communicator profile only: Influence and Event Strategy - Employer Branding HR Marketing - Political and Public Communication - Communication and Digital Creation - UX Customer Experience - Shopper marketing Data - Créa 360 - Le Quatre - Creative Design Branding - Marketing and Management of Innovation - CSR & New Economies - Innovative Communication & Enterprise - International Global Communications.

MORE THAN A SCHOOL, A PLACE TO ENJOY LIFE

INDIVIDUALLY TAILORED PATH

Whether you are an elite athlete, a potential start-up, whether you follow a dual programme... at ISCOM, everything is possible. The school listens to the needs of every student and adapts programmes for students whose projects need to be individually tailored. At the same time, the school also supports personal and joint initiatives in artistic, sports and cultural fields and sponsors students who participate in national and international competitions, and also encourages artist collectives: photo exhibitions, concerts, open platforms.

OPEN AND CONNECTED COLLABORATIVE SPACES

Concept of multispace, co-working and collaborative spaces, modular classrooms... Students benefit from a setting adapted to current ways of working professionally to promote team work and the creative process. They learn, share and live together in these highly connected places with access to very high speed WiFi, professional creative software and an internal digital campus in a very connected universe. A place that is constantly changing, where companies, entrepreneurs, students, alumni, and teaching teams get together on a daily basis...



MORE THAN A SCHOOL

ISCOM X YOU

#WE ARE ISCOM

L'AMBITION RENOUVELÉE DU RÉSEAU
TOMORROW ISCOM

TOMORROW
iSCOM

THE ISCOM ALUMNI NETWORK

Energised by their experience and new ideas, ISCOM graduates today have a renewed ambition and are rethinking their role and their actions.

TRANSMIT

Faced as they are with a multitude of career opportunities, with professions that are more and more complex to grasp, career guidance for students as they work their way through the school can be difficult to define. ISCOM graduates have a support role to play, they can be coaches or even mentors for the generations to come.

The network offers a system of one-hour meetings with students so that they can discuss in concrete terms what the profession and their daily routine involves. In this way, students can understand the reality of certain jobs so that they have everything they need to make an informed decision on their projects for internships, work-study placements, and the direction of their professional project. ISCOM alumni have one rule: always reply to an ISCOM student.

IMAGINE

Will the world be different "after"? How? In what way? No one really knows yet even if rumours abound. And if... ? And if it was up to us to imagine it, to envisage it, invent it, and organise it?

The network will organise round tables for discussion between different practitioners in communication, advertising, agencies, media, institutions, etc. to analyse the changes that are happening and consider communication in the world "after". These discussions will be public and will be followed up by publications in the press in the form of opinion columns so that the network is identified as a source of reflection.

PROMOTE

Being an ISCOM student is a source of pride. Many success stories have begun at ISCOM, creative projects, entrepreneurial adventures, strategic thinking. Every generation of students is full of individuals who have made their mark in communication and will do so in the future. The network wants to showcase them, to highlight these examples, and attract students to the school.

These 3 directions have one common theme: tomorrow **TOMORROW ISCOM**



ALUMNFORCE CONNECT AND RE-CONNECT TO YOUR SCHOOL!

AlumnForce is the alumni web and mobile solution used by Tomorrow ISCOM so that our alumni can log on, get together, and have discussions. This platform encourages professional integration and the exchange of talent, while promoting our programmes.



JOIN US

ADMISSION LEVELS

HIGH-SCHOOL TO MASTERS LEVELS

ADMISSION 1ST YEAR

High-school diploma or diploma equivalent to 1 year of higher education

PARALLEL ADMISSION 3RD YEAR

Diploma equivalent to 2 years of vocational or higher education (120 ECTS credits)

PARALLEL ADMISSION 4TH YEAR

Diploma equivalent to 3 years of higher education (180 ECTS credits)

PARALLEL ADMISSION 5TH YEAR

Masters or diploma equivalent to 4 or 5 years of higher education (240 ECTS credits)

COMPETITIVE ENTRY EXAM

On all its campuses in France, ISCOM offers a 100% digitised competitive exam, accessible from your home. Register for the exam via the online application form accessible directly from the website.

CANDIDATES REQUIRING EXTRA TIME

Candidates with a disability or suffering from a chronic illness can request that special arrangements be made. To qualify for one-third extra time for written and/or oral exams, disabled candidates or anyone with a chronic illness must provide their official MDPH certificate (Maison Départementale des Personnes Handicapées) or CAPH certificate (Commission pour l'accessibilité aux personnes handicapées).

PRACTICAL INFORMATION

DIGITAL SERVICES

ISCOM provides students with the MyCampus platform, giving free access to all software in the Office 365 (Messaging, Excel, Word, PowerPoint, etc.) and Adobe (Photoshop, Illustrator, InDesign, etc.) packages. On the Microsoft Teams platform, they can create groups, share content, dialogue with collaborators, plan events, join in.

FINDING STUDENT ACCOMMODATION

Are you looking for accommodation near the school? To help you in your search, ISCOM is a partner of the Studapart platform. Thousands of privately owned houses and flats are available, also rooms in student residences, and estate agents are on hand at the school's various locations.

FUNDING YOUR STUDIES

ISCOM is a partner of the banks Caisse d'Épargne IDF and Société Générale, which offer loans at 0.90%. Students can benefit from this preferential rate in any of the 455 branches in Ile-de-France and via online banking.

DISABILITY AND ACCESSIBILITY

ISCOM is committed to a proactive policy with regard to accessibility for people with a disability (students, faculty and administrative staff). To this end, ISCOM turned for advice to the HANDINORM company to adapt the premises so that they comply with the French Law of 11/02/2005. This is in anticipation of the deadline set out in the framework of the Ad'AP Agenda on accessibility, which will ensure that institutions open to the public are made accessible (Decree no. 2014-1327 of 5 November 2014).

Particular attention is also paid to accessibility to teaching: adjusting courses and timetables, providing assistance and support, arranging exams, so that everyone is able to access our courses and qualifications.

ISCOM IS A MEMBER

OF ALLIANCE
EDUSERVICES

THE SMART NETWORK

YOUR WELL-BEING ABOVE ALL

To study well, you have to feel good. Innovative teaching, digital facilities, the best quality of life on our campuses: your development and your personal assurance are our key priority.



THINK FLEXIBLY!

We adapt our courses and our programmes so that you can be more flexible. Does your personal project involve sport, entrepreneurship, associations or culture? We can arrange your schedule so that you can live your passion to the full!



LET YOURSELF BE GUIDED!

Do you have a question about your professional career, international mobility, a dual diploma project or business creation? There is a contact person available in each school to answer your questions and guide you towards new experiences.



THE SMART NETWORK

The Alliance Eduservices smart network, is 16 campuses in France, 9 abroad, a team of 2,200 people, 180 advisors in direct contact with our 10,000 partner companies, a community of more than 50,000 alumni, 20,000 students every year, and you!



PUSH BACK YOUR LIMITS!

Let your ambition soar like your own motivation and let your projects mature with complete freedom! Because there are so many bridges and course combinations, Alliance Eduservices allows you to choose the course that best suits your profile. Your individuality is an asset!



JOIN THE ALLIANCE

17 specialist or general schools offer you unique conditions for continuing your studies, gaining extra skills or simply for new experiences, thanks to the many bridging opportunities easy mobility between schools in France and all over the world with our partner universities.



SHOW OFF YOUR TALENTS

Our teachers and collaborators do everything they can to help you succeed both personally and professionally. An innovative and collaborative method to match your ambition.



PREPARE YOUR FUTURE

Whatever your campus, your programme, the financing of your studies or your first job, you will always have the benefit of individually tailored coaching, from your first career advice until you join a company for your work-study placement and then go on to a permanent job.



iSCOM

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