

# Communication



To watch videos of conferences from students in first year of Communication about digital technologies, click on the links below (in French):

[Plume studios 1](#) [Plume studio 2](#)

## Our assets

- Individualized follow-up.
- Group Work
- A welcome adapted to anybody's needs.

## A network of partners

In association with both economic and social actors, with professionals (printers, communication agencies, companies...), with local authorities and associations. These relationships allow a quick professional integration for many students.

## An effective preparation to the exam and what comes after

- Regular mock exams.
- Professional overview: developing autonomy, responsibilities, means of creativity, time management...

- In view of continuing studies: give 120 ECTS credits as part of the LMD plan.
- A success rate above the academic average and convincing results in terms of professional integration and higher studies.

## **A class for all those who hold a High-school Degree**

The two year training courses are preferably carried out with two different companies for the internship period, guarantee of a sustainable professional integration.

All the assets are then in your possession to quickly become a communications officer.

## **Objectives of the training courses**

- Understand and master the tools of communication: written communication, direct marketing, media relation, market analysis, production techniques.
- Learn about the different means of advertising.
- Acquire a general knowledge in communication, in psycho-sociology and sociology, in economics, in law.
- Implement real actions of communication for advertisers.
- Coordinate, plan, monetize and control various communication tasks in a diverse and difficult environment in terms of business sector, jobs and advertisers.
- Production and sale of means of communication that will help you meet the expectations of the targeted audience.

## **Jobs**

The two-year technical degree (BTS) in communication will suit the students who wish to work in the communication sector as:

- Assistant advertising manager in an advertising agency.
- Assistant project manager in agencies of event management.
- Communication officer for companies in the communication department.
- Sales consultant in advertising department (sale of advertising space in the medias, in public displays...).

### **Presentation brochure of the BTS of Communication**

[Download in PDF](#)

## **Skills**

The ability to talk with professionals about creation, conception, marketing and to sell ways of communication, as well as the ability to make trade tools, to manage a network of advertisers, to create and manage a trade connection.

## **Possibility to continue studies**

After the BTS, it is possible to continue studies in order to major in a particular field:

- Bachelor Degree.
- Communication or business school.

- Marketing school.
- Professional bachelor

## **Compulsory internships for a qualifying training**

- A 7-week period at the end of the first year to sell solutions of communication.
- A 7-week period during the second year to lead a communication project.
- You are welcome in an organization to create a communication project.

## **Multidisciplinary sessions**

- Production workshop
- Trade connection workshop

Workshop work hosted at the same time by both an economics and management professor and a communication culture professor.

The professional passport is the skill display of the student. The diploma is issued as part of a final exam and a test during the cursus (CCF) depending on the exams.

This document is made available to the exam jury for the E4- Counseling Relation Advertiser and E6- Project and practice of communication.

The CCF naturally integrates itself in the process of the training and optimizes the learning and the chance of success of the student. Workshops and internships allow an acquisition of the apprenticeship and skills.

## **Three competence centers in favor of the communication strategy**

### **1- Making of a communication project**

- Prepare and operate the communication project.
- Establish and maintain technical relations with the providers.
- Conceive and make means of communication.

### **2 – Sale of ways of communication**

- Advise and sell.
- Buy services.

### **3 – Operational intelligence watch**

- Permanent search for information.
- Research and intermittent production of information.
- Enrichment and improvement of the information system.

# Courses

## Work schedule per week

### MANDATORY COURSES

Communication culture	4 hrs
Production workshop	4 hrs
Trade relation workshop	2 hrs
English	3 hrs
Economy, law and company management	6 hrs
Operational watch (F3)	2 hrs
Project of communication (F1)	4 hrs
Counseling and advertiser relation (F2)	3 hrs
<b>Total</b>	<b>28 hrs</b>

### OPTIONAL COURSES

English or Spanish	2 hrs
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“Trade relation” and “Production” workshops are co-hosted by two professors.

# Assessment

## Regulation of the exam

Tests	Coef.	Type
E1 Communication culture	3	Occasional – Written
E2 Expression and culture of foreign languages	2	Occasional – Written
E3 Law - Economy & Company Management	3	Written
E4 Trade relation	4	CCF
E5 Communication activities	4	Occasional – Written
E6 Projects and practice of communication	4	CCF
EF1 Foreign language	1	Oral