

# COMMUNICATION PUBLIC RELATIONS

- Beyond raw information, the task of communication professionals is to 'package' an organisation's policy and key issues in order to make them comprehensible and acceptable to an internal or external public. Constructing and promoting a coherent, positive image of the enterprise, be it private or public, is the role of communication and public-relations specialists.

The main functions of communication within an enterprise consist of informing, convincing, improving the image and accompanying analysis with regard to the organisation's activities and policies. This dynamic sector encompasses different types of communication: internal, event-driven, political, financial, crisis communication, lobbying, etc.

Communication programs are quite varied. Admissions standards are rising, however, and good general knowledge and writing ability are necessary in any case. A knowledge of communication techniques, marketing and project-management skills, as well as a mastery of computer tools are indispensable.

See data sheets on "Advertising" and "Marketing" as well.

## PROGRAMS

### UNIVERSITIES

#### • Licences

A large number of universities offer a Licence in Information-Communication. The curriculum, which is fairly general, allows students to broaden their general knowledge while addressing more theoretical dimensions such as the economics, history and sociology of communication, and to acquire working methods and analytical techniques. Certain specializations are available at Licence level.

Licence programs in Information-Communication are offered at the universities of Aix-Marseille 1, Aix-Marseille 3, Amiens (Language/Communication Sciences, Media), Bordeaux 3, Cergy-Pontoise (in Literature and Culture, Language and Communication Sciences), Chambéry, Corsica, Dijon (in Information and Media Sciences), Every (Professional Licence Communication Activities and Techniques), Grenoble 3, Lille 3, La Réunion, Lyon 2, Lyon 3, Metz, Montpellier 3, Nancy 2 (in Culture and Communication), Nice, Nantes, Paris 2 (in 3rd year only), Paris 3, Paris 4, Paris 8, Paris 10, Paris 12 (Professional Licence Communication Activities and Techniques), Paris 13, Poitiers, Rennes 2, Toulon (Professional Licence), Toulouse 1, Tours.

See the **list of universities** on the Ministry of Education website:  
<http://www.education.gouv.fr/sup/univ.htm>

#### • Masters

The different Masters specializations offered by the universities make it possible to choose a particular field within Communication as well as the activity sector (public or private).

**Aix-Marseille 1**, <http://www.up.univ-mrs.fr>: Organisational Communication, Cultural Mediation, Mediation of Knowledge and Innovations; Communication and International Negotiation

**Aix-Marseille 3**, <http://www.univ.u-3mrs.fr>: Organisational Memory and Information Systems; Communication, Organisation, Innovation; Media, Information and Knowledge; Enhancing the Value of Information; Services, Networks and Communication; Media and Economic Communication; Communication Management at the IAE in Aix-en-Provence (<http://www.iae-aix.com>)

**Angers**, <http://www.univ-angers.fr>: Multimedia Publishing and Professional Writing; Communication, Management and Project Management

**Avignon**, <http://www.univ-avignon.fr>: Culture and Communication, with 3 specializations

**Corsica**, <http://www.univ-corse.fr>: Communication in Europe and the Mediterranean

**Dijon**, <http://www.u-bourgogne.fr>: International Communication Strategy; Euromedia

**Chambéry**, <http://www.univ-savoie.fr>: Entrepreneurship and the Information and Communication Technologies

**Grenoble 2**, <http://www.upmf-grenoble.fr>: Communication - Marketing

**Lille 1**, <http://ustl1.univ-lille1.fr>: Marketing, Communication, Culture

**Lille 2**, [www.univ-lille2.fr](http://www.univ-lille2.fr): Public-Sector Communication and Dialogue

**Lille 3**, <http://www.univ-lille3.fr>: Communication Careers

**Lyon 2**, <http://www.univ-lyon2.fr>: Information - Communication; Editorial Management and Internet Communication; Organisational Communication

**Lyon 3**, <http://www.univ-lyon3.fr>: Bilingual Corporate Communication (English, German, Italian, Russian, etc.)

**Marne-la-Vallée**, <http://www.univ-mlv.fr>: Intercultural Communication and European Journalism; Communication and Work Organisation; Management of ICT Integration, option Publication and Communication

**Metz**, <http://www.univ-metz.fr>: Innovation, Communication and Society with 4 specializations

**Nancy 1**, <http://www.uhp-nancy.fr>: Scientific and Technical Information - Economic Intelligence

**Nancy 2**, <http://www.univ-nancy2.fr>: Culture and Communication, pathways Corporate Communication; Knowledge of Information Professions; Communication and Living Language or Culture and Communication

**Nantes**, <http://www.univ-nantes.fr>: Cultural Mediation and International Communication; Multimedia Content Writing and Design; Development of Economic and Cultural Holdings

**Nice**, <http://www.unice.fr>: Organisational Communication; Environmental Communication and Sustainable Development

**Paris 1**, <http://www.univ-paris1.fr>: Political Communication and Local Activity; Political and Social Communication

**Paris 2**, <http://www.u-paris2.fr>: Media, Information, Communication with 5 specializations; Marketing and Corporate Communication

**Paris 3**, <http://www.univ-paris3.fr>: Corporate and Institutional Communication; Information and Communication Science: Theories, Cultures et Internationalisation

**Paris 8**, <http://www.univ-paris8.fr>: Digital Communication: Project Leadership, Economic Intelligence; Digital Creation and Publishing

**Paris 9**, <http://www.dauphine.fr>: Integrated Marketing Communication; Economic and Social Communication for the Press

**Paris 10**, <http://www.u-paris10.fr>: Information - Communication: Transformations and Stakes for Society

**Paris 12**, <http://www.univ-paris12.fr>: Analysis of Discourse; Political and Public Communication; Political and Public Communication in France and Europe, Sporting Events Communication

**Paris 13**, <http://www.univ-paris13.fr>: Information and Communication Science with 9 specializations

**Poitiers**, <http://www.univ-poitiers.fr>: Economic Intelligence and Strategic Communication; Communication Management; Website Editorial Management

**Versailles**, <http://www.uvsq.fr>: Communication Policies

**Rennes 2**, <http://www.uhb.fr>: Research in Information-Communication

**Strasbourg 1**, <http://www.ulp.u-strasbg.fr>: Scientific Communication

**Toulouse 1**, <http://www.univ-tlse1.fr>: Administration and Management of Communication; Local and Regional Communication; Information, Communication and Socio-Technical Mediations

**Toulouse 2**, <http://www.univ-tlse2.fr>: Aesthetics, Audiovisual Communication and the Media; Information, Communication and Socio-Technical Mediations

#### UNIVERSITY SCHOOLS AND INSTITUTES

Certain universities have set up specialised structures for the training of communication managers at all diploma levels (Licence, Masters and Doctorate):

**CELSA**, [www.celsa.fr](http://www.celsa.fr), École des hautes études en sciences de l'information et de la communication (School of Advanced Studies in Information and Communication Science), functions like a "Grande École" within the Université Paris-Sorbonne (Paris 4). Areas of study include: Marketing, Advertising and Communication; Human Resources and Communication; Corporate and Institutional Communication; Intercultural Management and Communication; Communication, the Media and Media Promotion.

**EJCM**, <http://www.ejcm.univ-mrs.fr>, École de Journalisme et de Communication (School of Journalism and Communication) attached to the Université Aix-Marseille 2 Méditerranée, trains specialists of the information and knowledge society in order to meet the considerable needs for media executives or NIT systems integrators. The school offers several Masters and university diplomas.

**ICOM**, <http://icom.univ-lyon2.fr>, Institut de la Communication, which is part of the Université Lyon 2, is responsible for organising and running research and training activities dealing with the various forms of communication and information. The institute's degree programs are divided into two main tracks: Information-Communication and Infography-Multimédia. They cover all three cycles within the LMD system.

**Institut de la Communication et des Médias**, <http://www.u-grenoble3.fr>, which depends on the Department of Communication at the Université Grenoble 3, prepares students for most communication and information fields, including: audiovisual, multimedia, corporate and institutional communication, scientific and technical communication.

**ISIC**, <http://www.u-bordeaux3.fr/isic>, Institut des sciences de l'information et de la communication at the Université Bordeaux 3, offers various programs: corporate or public-sector communication, media and new technologies, communication audit, scientific communication, etc.

**ISCEA**, <http://www.uco.fr/refonte2002/instituts/iscea>, Institut des sciences de la communication de l'éducation, prepares generalists capable of designing and implementing projects in the education or communication fields.

#### INSTITUTS D'ÉTUDES POLITIQUES (Political Studies Institutes, IEPs)

The IEPs offer a Communication section which is highly respected in the profession, as well as a journalism track. Their programs include a Masters in Communication:

**Paris**, <http://www.sciences-po.fr>: Communications

**Lyon**, <http://iep.univ-lyon2.fr>: Information - Communication

**Aix-en-Provence**, <http://www.iep-aix.fr>: Institutional Communication at International Level

**Lille**, <http://195.83.2.11>: Institutional and Financial Communication in the Company

**Bordeaux**, <http://www.sciencespobordeaux.fr>: Public and Political Communication, Public Affairs and Representation of Interests

#### BUSINESS SCHOOLS

Certain business schools have introduced specialized Masters programs to train managers in the area of communication:

**ESCP-EAP**, Paris, <http://www.escp-eap.net>: Marketing and Communication; Media; Information Systems Strategy and Management

**ESC Rouen**, <http://www.esc-rouen.fr>: Corporate Communication

**ESC Lille**, <http://www.esc-lille.fr>: Communication Strategy and Management

**ESC Toulouse**, <http://www.esc-toulouse.fr>: Marketing, Management and Communication

**ESC Dijon-Bourgogne**, <http://www.escdijon.com>: International Financial Communication

**IDRAC**, <http://www.ecoles-idrac.com>: Communication and Sales Development

**INSEEC**, <http://masters.inseec-france.com>: Communication and Advertising; Marketing, Communication and Sales Strategies

#### SPECIALISED SCHOOLS

**EFAP**, <http://www.efap.com>, École française des attachés de presse et des professionnels de la communication (French School for Press Officers and Communication Professionals), trains communication executives. The school has sites in Paris, Lyons and Lille and its diploma is accredited at Level II. There are two competitive entrance examinations: one for a 4-year program beginning with the first year of higher education and one for a 2-year program after 2 years of higher education.

**ESP**, <http://www.espub.org>, École supérieure de publicité (College of Advertising), prepares its students for careers in advertising and communication.

**IICP**, <http://www.iicp.fr>, Institut international de communication de Paris, grants diplomas at bac+2 to bac+5 levels (2 to 5 years of post-secondary studies). Admission is based on an application and an interview.

**IRCOM**, <http://www.ircom-asso.com>, Institut des relations publiques et de la communication, accepts students with 3 years of post-secondary studies for a 9-month training program (October to June). The school prepares students to become communication directors with a Level II diploma.

**ISCPA**, <http://www.iscpa.net>, Institut supérieur de la communication, de la presse et de l'audiovisuel, offers 3- or 4-year post-secondary programs preparing for careers in advertising communication, public relations and press relations, public events and internal and external institutional communication. It also offers a 2-year program at bac+3 level in corporate and public-opinion communication.

**ISTC**, <http://www.istc.fr>, Institut des stratégies et techniques de communication, trains communication generalists. Admissions at bac+2 level for the licence program; licence-holders can enter the Master 1 program (national diploma).

**Sciences Com**, <http://www.sciencescom.org>, offers programs in all communication fields, including journalism, traditional and digital media, branding and local communication. Admission is based on a competitive exam for students who have completed 2 years of higher education. The school also offers two European Master of Science diplomas: Communication Management and Media.

#### USEFUL LINKS

Association of communication consultants, <http://www.aacc.fr>  
Guide to communication and media careers

[http://www.sciencescom.org/etudiants/guide\\_metiers/guide\\_metiersv4.pdf](http://www.sciencescom.org/etudiants/guide_metiers/guide_metiersv4.pdf)

European Public Relations Federation: <http://www.cerp.org>

Syndicat des professionnels de relations publiques - SYNTEC (Union of public relations professionals): <http://www.syntec-rp.com>