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)
Lille 1, http://ust1.univ-lille1.fr: Marketing, Communication, Culture
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.)
Nancy 1, http://www.ubp-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
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:

- Lille, http://95.85.2.11: Institutional and Financial Communication in the Company

BUSINESS SCHOOLS

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


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

European Public Relations Federation, http://www.erp.org
Syndicat des professionnels de relations publiques - SYNTÉC (Union of public relations professionals): http://www.synotec-rp.com