Courses taught in English.

IUTB Tourcoing
CORPORATE COMMUNICATION OPTION*

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA - BACHELOR 2 (LICENCE 2)

SEMESTER : AUTUMN

- ENGLISH LANGUAGE (PROFESSIONAL PRODUCTIONS)
  2 CREDITS (ECTS)

- DIGITAL COMMUNICATION TOOLS – WEB 2.0
  2 CREDITS (ECTS)

- DTP (DESKTOP PUBLISHING)
  3 CREDITS (ECTS)

- MANAGEMENT TECHNIQUES
  1 CREDIT (ECTS)

- MARKETING
  3 CREDITS (ECTS)

- COMMUNICATION STRATEGIES
  3 CREDITS (ECTS)

- CROSSCULTURAL COMMUNICATION
  2 CREDITS (ECTS)

- GEOLOGISTRY
  1 CREDIT (ECTS)

- POLITICAL COMMUNICATION
  2 CREDITS (ECTS)

- SPECIFIC COMMUNICATION TOOLS
  5 CREDITS (ECTS)
  - CULTURAL COMMUNICATION
  - INTERNAL COMMUNICATION
  - COMMUNICATION OF SERVICES

SEMESTER : SPRING

- CROSSCULTURAL COMMUNICATION
  2 CREDITS (ECTS)

- GEOLOGISTRY
  1 CREDIT (ECTS)

- POLITICAL COMMUNICATION
  2 CREDITS (ECTS)

- SPECIFIC COMMUNICATION TOOLS
  5 CREDITS (ECTS)
  - CULTURAL COMMUNICATION
  - INTERNAL COMMUNICATION
  - COMMUNICATION OF SERVICES

BOOK TRADE AND PUBLISHING OPTION*

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA - BACHELOR 2 (LICENCE 2)

SEMESTER : AUTUMN

- INTERNATIONAL PUBLISHING
  1 CREDIT (ECTS)

SEMESTER : SPRING

- FOREIGN LITERATURE
  2 CREDITS (ECTS)

*INCOMING STUDENTS MAY CHOOSE THE SUBJECTS THEY WANT TO STUDY