PRACTICAL LIFE

Where is Tourcoing?
Tourcoing is in the North of France, next to Lille, capital of Culture and Roubaix. Well-located, Tourcoing is only 105 km from Brussels, 290 km from London, 226 km from Paris and 287 km from Amsterdam.

Transportation:
Train + a 10-minute walk
Underground - Line 2, Tourcoing Centre Station + a 5-minute walk
Bus
V’Lille (bicycles)

Accommodation in Tourcoing, Roubaix or Lille:
Student housing
Private rooms/flats
Flatsharing

Eating in and out:
At the university restaurant or cafeteria.
In the town centre’s restaurants, fast-food restaurants or sandwich bars.

Contact Information:
Address:
Université de Lille
Campus de Tourcoing
35, Rue Sainte-Barbe
59208 Tourcoing
BP 70460

Mail:
christie.willcox@univ-lille.fr

Useful links:
Accommodation:
lokaviz.fr
leboncoin.fr

Going out:
tourcoing-tourisme.com
liletourism.com
lillelanuit.com
lille3000.eu
lille.fr

Culture:
Cinemas: UGC, Le Kinepolis, Le Majestic...
Museums: Lille Museum of Fine-Arts, La Piscine, Le Fresnoy...
Concert halls: Le Grand Mix, l’Aéronef, La Cave Aux Poètes, St Sauveur...
Architectural sites: La Villa Cavrois, La Citadelle, La Vieille Bourse, Le Vieux Lille... ... and so many more !

UNDERGRADUATE TECHNOLOGICAL DEGREE
Information-Communication
Corporate Communication option
**Field of study**
Information and communication

**Degree**
Undergraduate technological degree - Bachelor 2 – Corporate communication option
Autumn semester of the second year – 30 ects

**Department**
Lille University
Tourcoing campus
Information and communication department

**Admission**
Erasmus students following an information and communication degree in their home university.
This program is offered to international incoming students and French students interested in a curriculum in English.

**English proficiency**
This program is entirely in English. A B2 level in English is required. Basic knowledge of French is recommended for an easier integration in France. French language training will be provided by Lille university

**Objectives**
The skills acquired in the courses combine theory and practice and aim at training versatile professionals who will be able to devise communication media and implement campaigns which meet the needs of different professional sectors, such as companies, institutions or associations...

- English language - professional productions
  (24 hours – 2 credits)
- French as a foreign language
  (24 hours – 2 credits)
- Digital communication tools – web 2.0
  (24 hours - 3 credits)
- Supervised project
  (75 hours – 3 credits)
- Audiovisual
  (20 hours – 3 credits)
- Management techniques
  (14 hours – 1 credit)
- Marketing
  (28 hours – 3 credits)
- Communication strategies
  (28 hours – 3 credits)
- Cross-cultural communication
  (20 hours – 2 credits)
- Geopolitics
  (12 hours – 1 credit)
- Political communication
  (20 hours – 2 credits)
- Specific communication tools: internal communication
cultural communication communication of services
  (50 hours – 5 credits)

Incoming students also have the opportunity to study Spanish, German or Portuguese.
Additional subjects may be added to our offer in the near future.

For more information:
https://international.univ-lille.fr/
https://iut-b.univ-lille.fr/infocom