



## Fifth year Public and political communication

### Organization

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#### Transverse skills

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##### **Method conferences (10.0 credits ECTS) (Mandatory)**

General knowledge  
Economics  
English  
LVB

##### **Languages (Choice: 1 Max number of courses to choose 8)**

LVB – German  
LVB – Arabic  
LVB – Chinese  
LVB – Spanish  
LVB – French as a foreign language  
LVB – Italian  
LVB – Portuguese  
LVB – Russian

##### **Examinations (6.0 credits ECTS) (Mandatory)**

Final Oral Examination – English  
Final Oral Examination – LVB

#### Consolidation of disciplinary knowledge

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##### **Certificate 1 : Fundamentals of communication (6.0 crédits ECTS) (Mandatory)**

Change and crisis communication  
Immersion : the profession of communicator  
Communication and information law  
CSR communication

##### **Certificate 2 : Practice of public communication (6.0 credits ECTS) (Mandatory)**

Strategies of communication and territorial promotion  
Communication plan  
Digital strategies of political actors

##### **Certificate 3 : Practices of political communication (6.0 credits ECTS) (Mandatory)**

Practices of political communication  
Digital practices and web writing  
Digital strategies of political actors  
Political signals and image  
Public spaces and innovations



Applied research

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**Transition into the professional world**

**Workshops, simulations and tutored projects (Mandatory)**

Professional seminar  
Internship tutoring  
Events and press relations

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**Internship**

## Organizational unit

Sciences Po Bordeaux (Etablissement racine)