

SP5

LOBBYING, PUBLIC AFFAIRS & POLITICAL COMMUNICATION

LONDON

PROGRAMME CERTIFIÉ PAR L'ETAT NIV.I

Specialisation right in the world's capital of lobbying

London is the city that concentrates the largest lobbying firms in Europe. Lobbying employs thousands of people working on behalf of inter-professional groups, NGOs, unions, economic and industrial sectors.

Following this training, students are immersed in the world of public relations and political communication. They learn the machinery of political decisions and how to make sure that the interests of one group are duly defended. This specialisation is intended for students with an initial training in marketing communications, language fluency in English and French and public speaking skills.

COURSES :

455H - 60 CRÉDITS ECTS

Current Political Tendencies and Communication

Political Communication

Structures and Practices of the Public Affairs Industry

Shaping and Responding to Public Opinion

Digital Communication and Social Media

CAREERS :

- Adviser in the ministries
- Head of Institutional Affairs
- Public Affairs and Lobbying Expert
- Public Sector Consultant
- Consultant Evaluation of public policies

AT THE END OF SCHOOL

Employability	👛👛👛👛👛
School exit salary	€ € € € €
Salary after 5 years	€ € € € €

THE ADVANTAGES OF THE PROGRAM



Professional Project

At the end of the 5th year, the students must defend before a committee, a Professional Personal Project in order to graduate whether they studied in France or abroad. The professional project is the creation of a new start-up business with students working in groups of 3 or 4. Whether the business is a new product or service, this exercise encourages students to develop their managerial, financial skills as well as the knowledge of business law,

Sup de Pub encourages its students to embark on the entrepreneurial adventure. At the end of SP5, the best professional projects benefit from one year of hosting within the INSEEC Group's business incubator and two other specialist incubators.

Competitions

One of our students' favourite moments of the school year is the final competition. Sup de Pub wanted to find a way to closely approximate the experience of working in an agency to allow our students to develop their professionalism. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem.

Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality. Many students have found internships with the presenting agencies or advertisers because of the impression they have made during the competitions.



Intake in September

5th year Planning SP4

- From September to January : Courses
- From February to August : internship
- August : Defense of the professional project