PROVISIONAL COURSE CATALOGUE

FALL 2026

International students enrolled in the Sup de Pub Exchange Programs can select courses from the following programs:

For 2nd & 3rd year students:
- Communication Strategy
- Graphic Design

For 3rd, 4th & 5th year students :
- Luxury & Communication

Please take into account that **courses from different programs cannot be mixed**.

Starting and ending dates will vary according to the program. **Courses might be subject to change.**

LANGUAGE OF INSTRUCTION	PROGRAM	COURSE PERIOD AND EXAM PERIOD
	COMMUNICATION STRATEGY	From September 22nd to December 16th (exams included)
	GRAPHIC DESIGN	
	LUXURY & COMMUNICATION	

ABOUT

>INNOVATIVE TEACHING METHODS

Immersive learning is practical teaching that complements theoretical learning. It fosters student participation, motivation and commitment, encouraging both successes and mistakes, which are an integral part of the learning process. Thanks to this motivational teaching approach, you yourself will develop a set of valuable skills and gain real practical experience. So it's not a question of passively attending a course, but of actively taking part in your own learning.

OUR YEARS OPEN TO EXCHANGE STUDENTS

FIFTH YEAR - MASTER'S DEGREE	M2
FOURTH YEAR - MASTER'S DEGREE	M1
THIRD YEAR - BACHELOR'S DEGREE	B3
SECOND YEAR - BACHELOR'S DEGREE	B2
FIRST YEAR - BACHELOR'S DEGREE	B1

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COURSE CATALOGUE - FALL 2026

COMMUNICATION STRATEGY

FOR 2ND-YEAR OR 3RD-YEAR STUDENTS **LANGUAGE OF INSTRUCTION: ENGLISH**

MODULES	COURSES	ECTS CREDITS	HOURS	COURSE DESCRIPTION
Module 1: Culture, monitoring and auditing	International brand management	2	12	This course examines the strategic frameworks for brand internationalization. Students will analyze various organizational structures and market-entry strategies, using case studies of global brands to understand the challenges of cross-cultural adaptation and global-local brand governance.
	Geopolitics	1	12	This course develops students' capacity for geopolitical analysis. It provides foundational concepts to identify key stakeholders, risks, and trends in the international landscape. The curriculum focuses on analyzing the impact of geo-economic events on global business operations and communication strategies.
Module 2: Strategic and creative development	Marketing & brand strategy	2	12	Students will learn to construct a comprehensive marketing strategy. The course covers the development of a brand identity, differentiation strategy, and integrated communication plan, culminating in the ability to formulate a precise creative brief and strategic recommendations.
	Communication strategy	3	18	This course focuses on developing and defending a unique brand territory. Students will use strategic tools to build a strong brand identity and implement monitoring systems to anticipate and manage potential reputational crises, ensuring long-term brand equity.
	Competition	4	35	An intensive, project-based simulation where student teams function as an agency responding to a live client brief. The challenge requires a rapid, in-depth strategic and competitive analysis to develop and present a professional-grade communication plan.
Module 3: Operational culture, production and project management	Digital communication & tools	2	12	This course covers the development of a brand's digital ecosystem. Students will architect web strategies, experiment with UX/UI principles for sites or apps, and learn to leverage social media networks and generative AI to create effective, modern communication campaigns.
	Measure & Performance	2	12	This course provides a technical and strategic understanding of digital analytics. Students will master tools like Google Analytics to design traffic generation strategies, analyze conversion funnels, and use Key Performance Indicators (KPIs) to measure and optimize campaign ROI.
	Case study	3	14	A capstone project requiring students to synthesize and apply the knowledge acquired during the semester. The task involves analyzing a complex, real-world business case to propose and justify a comprehensive strategic solution.

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COURSE CATALOGUE - FALL 2026

COMMUNICATION STRATEGY

FOR 2ND-YEAR OR 3RD-YEAR STUDENTS **LANGUAGE OF INSTRUCTION: ENGLISH**

MODULES	COURSES	ECTS CREDITS	HOURS	COURSE DESCRIPTION
Module 3: Operational culture, production and project management	Operational Project Management	2	12	This course equips students with methodologies for managing digital projects from conception to completion. The curriculum covers planning, resource allocation, team coordination, and agile workflows to ensure effective execution and delivery of project objectives.
	Copywriting & Social Media	2	12	This course explores strategic content creation for digital platforms. Students will master copywriting techniques to ensure brand voice consistency across all channels and learn to build data-informed editorial calendars that align with target audience behaviors and brand objectives.
	Creative Production	2	12	A practical workshop focused on the technical execution of communication materials. Students will use industry-standard creative software to produce and format content for various media, applying principles of typography, layout, and web design in accordance with established brand guidelines.
Module 4: Professional Development and Personal Culture	Kick-off communication Seminar	2	18	This introductory seminar establishes the program's professional dynamics and expectations. It is designed to cultivate group cohesion, collaborative methodologies, and student commitment through a series of team-building and project management workshops.
	Public Speaking	1	12	This course focuses on developing advanced oral communication and presentation skills. Students will master various pitching techniques and narrative structures to effectively convey complex ideas and persuade audiences in professional and academic settings.
	French language & culture	2	18	This course provides foundational proficiency in the French language for daily and professional contexts. It is paired with an exploration of French cultural norms and practices to facilitate effective social and business integration.
		TOTAL 30 ECTS		

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COURSE CATALOGUE - FALL 2026

GRAPHIC DESIGN

FOR 2ND-YEAR OR 3RD-YEAR STUDENTS | **LANGUAGE OF INSTRUCTION: ENGLISH**

MODULES	COURSES	ECTS CREDITS	HOURS	COURSE DESCRIPTION
Module 1: Culture, monitoring and auditing	Advertising Culture / Consumer Behaviour	2	12	This course examines the socio-cultural foundations of advertising and the psychological drivers of consumer decision-making. Students will learn to decode brand identity systems and conduct audience segmentation analysis to formulate evidence-based communication strategies tailored to specific consumer archetypes.
	Graphic Design / Art Direction	3	18	An exploration of visual literacy and the evolution of aesthetics in commercial art. This course develops students' ability to synthesize historical and contemporary visual references into creative concepts. Emphasis is placed on building a robust creative methodology and a diverse portfolio of inspiration to drive innovative Art Direction.
Module 2: Strategic and creative development	Communication Strategy & Digital Activations	1	12	A strategic module focused on market intelligence and trend forecasting. Students will develop an analytical framework to identify disruptive advertising opportunities. The course bridges the gap between strategic planning and creative execution, requiring students to synthesize art direction and copywriting into cohesive digital brand activations.
	Competition	4	35	An intensive, high-stakes simulation where students operate as a professional agency to respond to a live client brief. Teams must conduct exhaustive competitive audits and market research to propose a multi-channel communication plan, demonstrating their ability to deliver strategic solutions under professional time constraints.
	Creative Team Workshop	2	28	This workshop simulates a creative agency, pairing students as Art Directors and Copywriters. Responding to strategic briefs, teams will master the collaborative process of developing an advertising campaign, from initial concept to the synthesis of visual and verbal execution.
Module 3: Operational culture, production and project management	Desktop publishing PAO	2	24	This technical laboratory focuses on mastering industry-standard graphic design software (Adobe Creative Suite). Students will learn to manage the end-to-end production workflow, ensuring creative concepts are technically optimized for diverse print and digital media constraints and technical specifications.
	Visual Identity / Logo	2	12	This course details the methodology of brand architecture and corporate identity design. Students will analyze the semiotics of logos and visual systems, guiding them through the strategic phases of identity creation—from conceptual research and semiotic alignment to the development of comprehensive brand guidelines.
	Copywriting	2	18	An advanced study of professional writing for advertising and brand storytelling. Students will master the mechanisms of persuasive communication, learning to adapt tone, voice, and narrative structure across diverse media platforms to optimize audience engagement and message retention.
	Case study	3	14	A capstone analytical exercise requiring the synthesis of all theoretical and practical knowledge acquired during the semester. Students are tasked with solving a complex, real-world business challenge, producing an industry-grade report that demonstrates their mastery of strategic diagnostic and implementation tools.

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GRAPHIC DESIGN

FOR 2ND-YEAR OR 3RD-YEAR STUDENTS

LANGUAGE OF INSTRUCTION: ENGLISH

MODULES	COURSES	ECTS CREDITS	HOURS	COURSE DESCRIPTION
Module 3: Operational culture, production and project management	Typography	2	12	This course provides a deep exploration of typography as a fundamental element of visual communication and graphic design. Students will move beyond basic font selection to analyze the history, theory, and anatomy of letterforms. The curriculum covers principles of typographic hierarchy, readability, legibility, and the creation of effective grid systems. Emphasis is placed on the strategic use of type to convey tone, create meaning, and enhance user experience across both print and digital media.
	Storyboard	1	12	This course focuses on the art and technique of storyboarding as a critical pre-visualization tool for film, animation, and advertising. Students will learn to translate scripts and creative concepts into effective visual sequences. The course covers key principles of cinematography, including composition, camera angles, shot progression, and visual pacing. The primary learning outcome is the ability to construct a clear and compelling visual narrative that effectively communicates timing, action, and emotion to a production team.
Module 4: Professionalization and personal culture	Kick-Off Seminar	2	18	Introduce the dynamics of the programme, while fostering group cohesion and student commitment right from the start.
	Portfolio	2	16	Produce a typographic composition following the instructions provided by a customer. Integrate production into a contemporary creative process and justify creative choices.
	French language & culture	2	18	This course is designed for international students to develop foundational proficiency in the French language for effective daily and professional communication. Concurrently, it offers an immersion into French culture, providing context for social and business interactions, and enriching the student's experience in a French-speaking environment.
		TOTAL 30 ECTS		

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COURSE CATALOGUE - FALL 2026

LUXURY AND COMMUNICATION

FOR 3RD-YEAR, 4TH-YEAR OR 5TH-YEAR STUDENTS

LANGUAGE OF INSTRUCTION: ENGLISH

MODULES	COURSES	ECTS CREDITS	HOURS	COURSE DESCRIPTION
Module 1: Culture, monitoring and auditing	Consumer studies	2	12	This course provides a comprehensive framework for understanding and applying consumer research methodologies to solve complex marketing challenges. Students will learn to critically evaluate and select appropriate qualitative and quantitative research methods based on strategic objectives. The curriculum covers all operational phases of a research project, from design and data collection to the analysis and strategic interpretation of findings.
	Trend monitoring	2	16	This course focuses on strategic foresight and the methodologies for monitoring and anticipating market dynamics. Students will explore techniques for identifying emerging trends, leveraging Big Data analytics, and consulting expert networks to generate actionable insights. Emphasis is placed on translating detected opportunities into strategic recommendations for senior decision-makers through applied, real-world case studies.
	History of luxury and international luxury	2	12	This course provides a historical survey of the major fashion and luxury houses, examining their genesis, foundational codes, and cultural heritage. Students will analyze the evolution of luxury traditions and craftsmanship and how these elements inform contemporary brand identity and know-how. The course also critiques the internationalization strategies employed by key players in the global luxury sector.
	Luxury market by sector	2	18	This course offers an in-depth analysis of the diverse sectors within the global luxury industry, including haute couture, leather goods, jewelry, hospitality, and spirits. Students will examine the unique market structures, value chains, and strategic challenges inherent to each segment. The course emphasizes a comparative approach to understanding how brand management, distribution, and consumer engagement vary across different luxury categories.
	French language & culture	2	18	This course is designed for international students to develop foundational proficiency in the French language for effective daily and professional communication. Concurrently, it offers an immersion into French culture, providing context for social and business interactions, and enriching the student's experience in a French-speaking environment.

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COURSE CATALOGUE - FALL 2026

LUXURY AND COMMUNICATION

FOR 3RD-YEAR, 4TH-YEAR OR 5TH-YEAR STUDENTS

LANGUAGE OF INSTRUCTION: ENGLISH

MODULES	COURSES	ECTS CREDITS	HOURS	COURSE DESCRIPTION
Module 2: Strategic and creative development	Marketing (e-learning)	2	21	This online module delivers an intensive, self-paced exploration of a specialized topic within contemporary marketing. The course combines theoretical frameworks with digital case studies to ensure a deep and flexible learning experience, allowing students to master a specific marketing competency.
	Communication strategy	4	24	This course examines the architecture of the modern advertising communications ecosystem. Students will analyze the roles and strategic functions of key players (brands, agencies, media) and learn to formulate integrated communication plans. The curriculum focuses on aligning channel selection and messaging with overarching brand and business objectives.
	Digital strategy and web marketing	2	12	This course addresses the strategic integration of digital marketing within a comprehensive communication plan. Students will learn to develop, execute, and optimize digital campaigns by mastering key levers such as SEO/SEM, programmatic advertising, display, social media, and influencer marketing. A central theme is the use of data analytics to inform investment allocation and measure return on investment (ROI).
	Advertising competition	4	35	This is an intensive, project-based course where student teams respond to a live communication brief from a real-world client. Over one week, teams will conduct a competitive analysis, develop a core strategic platform, and present a comprehensive and persuasive communication plan, simulating the high-pressure environment of an advertising agency.
Module 3: Conception & Production	Content strategy and brand content	2	16	This course explores the strategic role of content in building brand equity and engaging modern audiences. Students will learn to define a brand's core narrative (DNA) and translate it into a compelling content strategy. Key topics include the evolution of media consumption, the principles of brand storytelling, and the effective integration of influencer marketing.
	Brand strategy project	3	16	This capstone project requires students to synthesize and apply the strategic and creative knowledge acquired throughout the semester. Working on a comprehensive case study, students will develop a complete brand strategy, from market analysis and positioning to the conception of a multi-channel activation plan, demonstrating their mastery of the program's core concepts.
	Communication policy & merchandising in luxury	3	18	This course provides a specialized analysis of communication and commercial strategies unique to the luxury sector. Students will master the principles of luxury retail, including product assortment strategy, visual merchandising, and the creation of an exclusive in-store customer experience. The course connects merchandising policies directly to brand communication and overall commercial performance.
		TOTAL 30 ECTS		