



Curriculum 2024/2025
Bachelor in Digital Communication & Strategy
2nd Year
 Campus LA ROCHELLE

Semester «Communications, Content Creation and New Medias»

FALL SEMESTER			
September 5th, 2024 - December 7th, 2024			
Code	Course	Teaching Language	ECTS
BCD2_2425_LR_S1_A_DIGDDGL2G0016	Artistic Photography, Filmmaking and Media	English	6
BCD2_2425_LR_ET_S1_A_DIGDIGL2G0044	Ecommerce, SEO and Digital Services Marketing		6
DIGIDDL2G0001	Information & Communication Theories		3
BCD2_2425_LR_S1_A_DIGDIGL2G0046	Media Narratives and Critical Visual Analysis		3
EDPEXPL2G0019	Personal Branding and Content Creation		3
BCD2_2425_LR_S1_F_DIGDIGL2G0042	Studio Week		3
BCD2_2425_LR_ET_S1_A_DIGDIGL2G0045	User Experience and Storytelling		3
BCD2_2425_LR_S1_A_DIGDIGL2G0046	Virtual Reality, Metaverse and Social Media		3
TOTAL ECTS			30

The "Communications, Content Creation, and New Medias" semester focuses on current innovations and new realities of the digital communications field. This curriculum is both practical and theoretical, crafted to provide you with a deep understanding of digital communication strategies, content creation and innovation in communication within today's evolving landscapes. A highlight of the program is Studio Week, a unique immersion where students collaborate closely with over twenty professionals, offering a hands-on experience.

Our program, led by experienced professionals, ensures you are well-prepared to navigate the emerging realities such as artificial intelligence or immersive realities. You will not only develop creative and strategic skills but also gain insights into the advancements of the new realities. This forward-thinking program based in experiential learning is your gateway to learn to equip you with the expertise to create content, understand new realities and take a professional posture in the media and communications industries.