



## ***ECTS BTS*** COMMUNICATION

two-year post A-level vocational training course in business communication

### **1. FORMALITIES :**

the BTS business communication is a two-year vocational training course open to high school graduates. Applicants must have passed bachelor degree

The number of students is limited to 36.

### **2. FINAL PURPOSE :**

This course aims to train :

- public relations managers and communications managers in companies, local councils and non-profit organizations / charities,
- copywriters
- sales representatives in advertising sales agencies,
- media buyers,
- deputy project managers in communication agencies

### **3. EDUCATIONAL GOALS :**

- to develop a communication and advertising culture
- to transmit methodological tools aimed at communication, management and decision making, as well as carrying out communication projects, intelligence tools and methods, carrying out SWOT analysis, marketing research (identifying customer demands and needs, motivation research), brainstorming sessions , branding (creating, maintaining and building a brand), building brand awareness, work on the brand platform (brand strategy, brand behaviour, brand values),
- Customer Relation ship Management strategy by gathering, storing and analysing customer data
- to use software tools to analyse customer data stored in a database
- to design logos
- learn media strategy (identify the right target audience and the media mix -the combination of media types - press, outdoor or internet- which will be used to deliver the messages)
- media planning
- media buying and media booking
- merchandising
- generate media exposure and achieve media standout to get the brand noticed
- buzz marketing
- street marketing
- corporate communication and advertising, media relations
- prepare press releases
- to organize business events (like trade shows, open days, off-air events..)
- to reinforce students' autonomy and initiative by carrying out communication projects and creating communication tools (leaflets, flyers, posters,) , copywriting, typesetting, work on the layout, the artwork, work on the graphic chain ...

## **ECTS BTS COMMUNICATION**

Education	Hours		ECTS per year	ECTS per semester	ECTS Code
	Per week	per year			
Culture of communication	4	120	7	3,5	COM/CULTCO 1-2
English language	3	90	4	2	COM/ANGLAIS1-2
Organisation Management	2	60	3	1,5	COM/MANAGT 1-2
Economics	2	60	3	1,5	COM/ECO 1-2
Law courses	2	60	3	1,5	COM/DROIT 1-2
Communication project management	4	120	10	5	COM/PROJET 1-2
Council and advertiser Relationship	3	90	7	3,5	COM/CRAN 1-2
Operational watch	2	60	4	2	COM/VOPER 1-2
Communication workshops	4	120	7	3,5	COM/ATPRO 1-2
Relationship management	2	60	5	2,5	COM/ARC 1-2
Stage en entreprise (14 semaines = 14 crédits)			7	3,5	COM/STAGE 1-2
<b>Totaux</b>	<b>28 h</b>	<b>840 h</b>	<b>60</b>	<b>30</b>	
Option Français Langue Etrangère	3	90	4	2	COM/FRAN