



PARIS

ISCOM

iSCOM
 PARIS

ISCOM was founded in Paris in 1986 and is currently established in 8 different cities in France. The school has also developed a network of international partners (universities as well as companies). The school prepares students for all careers in communications.

◆ MAIN PROGRAMMES OF STUDY

Title certified by the State level I - Brand Manager
 The first cycle of studies – COMMUNICATION, CREATIVITY, DIGITAL

In **1st and 2nd years**, students develop their skills through an introduction to the various different subjects in the communications field, as well as knowledge of structures, institutions and companies and the startups environment. The **3rd year** offers the possibility to students to reinforce their skills in one of the following areas in communications : digital communications, companies and brands, advertising and marketing, politics and public, influence and events.

Ateliers and workshops enable students to advance their projects in Motion design, UX design, Webdesign, Brand creation, Advertising creation, Design & packaging.

The second cycle of studies – BRAND MANAGEMENT, CREATION, INNOVATION

The **4th year** offers a large range of specialisations : careers in influence and events : creation and digital: innovation and branding.

The **5th year** is a work-study year which covers the following areas of expertise : political communication, client experience, shopper marketing, design thinking and branding, digital creation, responsible communication, innovative communication of startups.

Thanks to ISCOM's close links with the professional world, the school offers its students great opportunities for internships in large agencies and for important brands, in all sectors, in France and abroad.

2 months in 1st year * 3 months in 2nd year * 1 semester abroad in 3rd year * 6 months in 4th year.

- **The school brings together the most important actors in communications** during events : Communication Forum, collaborative

projects such as marketing game, audacity week, creative week, international week.

- **Varied pedagogical formats**, alternating between interactive classes, videoconferences, workshops, online classes, ateliers.

- **The school leads thought groups with its students** on branding and trends, laboratory of brands, think tanks ...

- **The students can develop their entrepreneurial project** within BusinessLab. They benefit from advice and networking.

◆ STRENGTHS

- **Programmes** in line with changes in the sector.

- **A programme** taught entirely in English.

- **An innovative programme** for durable and responsible brands, integrating Design Thinking, EACA label.

- **A pedagogy centred on the student**, his professional project, quality of life.

- **A campus in the centre of Paris**, within easy access, with open and practical collaborative spaces, a pleasant environment.

- **A digital school**, IT project rooms, distance communication technology.

- **A school integrated within the professional environment**, open to the international world with more than 45 partnerships abroad.

- **Numerous student services**: internship office, help with job search, alumni, international service in charge of welcoming students coming from abroad.

- **A school life** which is animated and inviting.

◆ LOCATION

Paris

Bordeaux

Lille

Lyon

Strasbourg

Montpellier

Toulouse

Rouen



IDENTITY FORM

◆ **Precise name of the institution**
 ISCOM

◆ **Type of institution**
 Higher institute for communications
 Private institution

◆ **City where the main campus is located**
 Paris

◆ **Number of students**
 1800

◆ **Type and level of qualifications awarded**
 Level II state-certified degree after 4 years: Level I state-certified degree after 5 years.

◆ **French language courses**
 Yes - French foreign language classes for international students.

◆ **Programs for international students**
 No

◆ **Programs in English**
 Yes - International Global Communications, a programme taught entirely in English from the 1st to 5th year.

◆ **Registration fees/year (for information only)**
 7200 euros

◆ **Postal address**
 4, cité de Londres 75009 Paris

<https://www.iscom.fr>



Member of Campus France Forum / Member of CampusArt