

GRADUATE CURRICULUM
(4TH AND 5TH YEARS)



Master's Degree
INTERCULTURAL DIGITAL STRATEGY

2018 - 2019

FOURTH YEAR - ECTS CREDITS: 60

> Professional specialization

Integrating digital tools

- Digital communication seminar
- Website creation
- Mobile apps creation
- Multilingual community management
- Visual layout of information

Developing your professional operational skills

- Developing your intercultural intelligence
- Developing your creative skills for the web
- Drafting and translating web content (multilingual)
- Professional, multilingual public speaking
- Project management
- Translation dissertation applied to digital issues

Course specialization options to choose from:

Specialization course 1: Communicating for the web

- Internal and external intercultural communication
- Online marketing and website referencing
- Applied Research Project (PRA)

Specialization course 2: Creating for the web

- Intercultural web design
- Video techniques
- Applied Research Project (PRA)

« Entrepreneurship » course option (based on a selection process)

- Entrepreneurship awareness
- Support towards creating a business

Preparing your professional career

- Career advice forum and workshops on how to develop a professional project
- Career starter conferences
- A minimum 3 months internship to validate your professional project

FIFTH YEAR - ECTS CREDITS: 60

> Professional specialization

Mastering digital issues

- Web communication and cultures
- Legal issues in the digital sector - NICT** law
- Digital and viral marketing
- Digital technology and innovation

Strengthening your professional operational skills

- Advertising strategies on the web
- Digital content strategies
- Project management
- Consulting mission for a corporate sponsor (Applied Research Project-Tutoring) / project management
- Research paper & methodology

Develop your employability

- Career advice forum and other employment activities
- Personal development
- Creativity workshop

Preparing your professional career

- A minimum 6 month professional internship from mid-March

* Any other language may be subject to an exam validated at the end of the graduate studies.

** NICT: New Information and Communication Technologies

OVERVIEW IDS MASTER'S CAREER PROSPECTS

- Digital communication manager
- Digital content specialist
- SEO/SEA manager
- Consultant in international e-communication
- UX Designer
- Webmarketing manager

