

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

For 2nd & 3rd year students:

- Brand Strategy & Digital
- Visual Design

For 3rd, 4th & 5th year students :

- Brand Strategies & Strategic Planning
- Communication & Media Strategy in the Luxury Industries

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	EXAM PERIOD
	BRAND STRATEGY & DIGITAL	From September, 22nd 2025 to December, 17th, 2025	Most of our courses include continuous assessments, while others will announce their exam period later-on.
	VISUAL DESIGN		
	BRAND STRATEGIES AND STRATEGIC PLANNING		
	COMMUNICATION & MEDIA STRATEGY IN THE LUXURY INDUSTRIES		

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

COURSE CATALOGUE - FALL 25

BRAND STRATEGY AND DIGITAL

FOR 2ND-YEAR OR 3RD-YEAR STUDENTS

LANGUAGE OF INSTRUCTION: ENGLISH

COURSES	ECTS CREDITS
Marketing Strategy	2
Brand Strategy & Communication	3
Digital Strategy	2
International Brand Management	2
Shift B3 - Sustainable Project	1
Geopolitics	2
Advertising Competition	4
Case Study for Branding	3
UX Design	1
Copywriting & Social Media	2
Creative Production	1
Measure & Performance	1
Operational Project Management	1
Public Speaking	1
French Language & Culture	3
	31 ECTS

COURSE CATALOGUE - FALL 25

VISUAL DESIGN

FOR 2ND-YEAR OR 3RD-YEAR STUDENTS

LANGUAGE OF INSTRUCTION: ENGLISH

COURSES	ECTS CREDITS
Communication Strategy & Digital Activations	2
Advertising Culture / Consumer Behaviour	1
Graphic Design / Art Direction	3
Shift B3 - Sustainable Project	1
Techway: Data Analysis Level 1	2
Advertising Competition	4
Case Study for Branding	3
Desktop Publishing PAO	3
Visual Identity / Logo	2
Copywriting	1
Typography	1
UX/UI Webdesign	1
Creative Team Workshop	2
Portfolio	2
French Language & Culture	3
	31 ECTS

COURSE CATALOGUE - FALL 25

BRAND STRATEGIES AND STRATEGIES PLANNING

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

LANGUAGE OF INSTRUCTION: ENGLISH

COURSES	ECTS CREDITS
Strategy and Campaign	4
Strategic Marketing	3
Brand Identity	4
Brand Diversification	2
Insight and Users Studies	3
Advertising Competition	4
Trends	3
Marketing Basics	2
Strategic Recommendation	2
French Language & Culture	3
	30 ECTS

COURSE CATALOGUE - FALL 25

COMMUNICATION AND MEDIA STRATEGY IN THE LUXURY INDUSTRIES

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

LANGUAGE OF INSTRUCTION: ENGLISH

COURSES	ECTS CREDITS
Marketing	2
Communication Strategy	2
Intercultural Marketing	2
Luxury Advertising & Storytelling	3
Brand Design	2
Mass Media & Media Strategy	3
Advertising Competition	4
Digital Transformation & Online Communication	2
Visual Merchandising Strategies	2
Luxury Retail	3
Luxury: a Historical Perspective	2
French Language & Culture	3
	30 ECTS