



Federation for **E**Ducation in **E**urope
Fédération Européenne Des Ecoles



EUROPEAN BACHELOR'S COMMUNICATIONS

Communications specialists play the essential role of building consumers' awareness of companies or brands using a range of media and formats.

Good communications help distinguish a company from its competitors and target potential customers for whom the company's products or services are most relevant. Those working in the communications sector must be prepared to represent the company at appropriate events, work with a range of digital tools, process a large amount of information and organise targeted events and campaigns.

Communications experts are needed by all kinds of organisations across all sectors, making careers openings extremely diverse. People skills, versatility and flexibility are all essential for a successful communications career.

✓ CAREER DESTINATIONS

- Communications and Events Manager
- Partnerships Manager
- Media Research Manager
- Communications Manager
- Junior Project Manager
- Public Relations Manager
- Media Strategy Manager



KEY SKILLS

- Analyse the communications needs of a company or brand
- Design and implement a communications plan
- Master the different forms of corporate (non-advertising) communications
- Master communications processes
- Design a global communications strategy combining on- and off-line methods
- Conduct successful communications campaigns using digital technology
- Be familiar with laws relevant to the communications sector
- Network effectively

Designed by experts and professionals in the field, the European Bachelor's in Communications is hands-on, innovative and tailored to the needs of the job market. It enables future communications specialists to adapt an organisation's communications in line with changing consumer behaviour, target appropriate audiences and help the organisation gain and maintain an edge over competitors.

Programme graduates acquire a range of analytical and operational skills needed for successful career growth.

EUROPEAN BACHELOR'S Communications

60 ECTS credits



Admission requirements

The European Bachelor's: Executive Assistant requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

1 - Corporate Communications and Digital Communications

Based on two modules, this unit ensures students:

- have a global vision of the role and increasing importance of communications for companies in various sectors;
- understand the important role of the Internet in an organisation's strategy and are aware of the relations existing between various actors;
- can design an email campaign, write appropriate online announcements and select suitable websites to post on;
- understand advertainment and branded content techniques;
- can use social media to promote a company or brand;
- can use the Internet to promote events organised by a company or to communicate information to the press.

4 - Professional Experience

A strong point of FEDE European bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in communications, students acquire direct knowledge of the sector and invaluable experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional communications assignment.

Students produce a dissertation or activity report and present their findings orally.

2 - Communications Strategies and Non-Commercial Corporate Communications

Based on two modules, this unit ensures students:

- are aware of the connections between a company's image, overall communications and commercial communications and, on this basis, can design an effective communications strategy;
- can manage the different stages of a successful commercial communications campaign;
- are familiar with the communications market as a whole;
- are aware of the role played by marketing and can assess a company's competitive position on the market;
- can establish communications goals in line with a company's marketing strategy and design a coherent marketing plan;
- can implement a marketing plan and a corresponding commercial and communications action plan and evaluate their effectiveness;
- can design a comprehensive communications plan.

5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

3 - Commercial Communications: Identifying and Negotiating with Customers

Based on two modules, this unit ensures students:

- can find and manage the information needed for a communications campaign while respecting a budget, a deadline and quality standards;
- can use media audience research and pre- and post-testing in order to take appropriate decisions, identify communications opportunities and measure the efficacy of campaigns;
- can prepare, administer and analyse the results of questionnaires in order to generate statistics; can present the results using digital tools;
- can determine the optimal strategy for identifying and negotiating with potential customers;
- can initiate contact with customers and use persuasive arguments;
- can conclude an agreement and set out each party's commitments;
- can choose suppliers and follow up and renew contracts.

6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:
<https://www.fede.education/fr/nos-diplomes/>