

FOUNDATION DEGREE COMMUNICATIONS ASSISTANT - LEVEL 5 EQF



Level
5 EQF (European
Qualifications
Frameworks)



Duration
2 years



Credits
120 ECTS



Target group
Students - people seeking
employment - employees
and professionals in the
sector



Admission requirements
Candidates awarded a
qualification certifying
completion of secondary
education and/or giving
access to higher education



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work, case
studies and professional
situations
Individual/group projects



Foundation Year 1

- Continuous assessment
- Quiz (1h30)
- Case Study (3h)

Modern language :

- Reading (1h)

Foundation Year 2

- Quiz (1h30)
- Case Study (3h)
- Activity report and professional support (30 min)

Modern language :

- Listening (45 min)

CCE (Company Skills Certificate)

- Quiz (40 min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

www.fede.education/en/fede-quality-charter/

The Foundation Degree: Communications Assistant offers comprehensive training, combining fundamental concepts with commercial specialisation, while emphasising the importance of new technologies in today's society.

The course offers a theoretical and practical approach, including work experience to apply the knowledge acquired. The course prepares students for the Bachelor's degree in communication, providing them with the skills and know-how they need to succeed in their future career as a communicator.

LEARNING OUTCOMES

- Discover corporate communication
- Quantitative studies and tools for processing information
- Acquire or extend notions of quantitative and qualitative research applied to commercial communication
- Understand the fields of research and the commercial communication strategy of companies
- Understand how companies and organisations work, particularly in digital terms
- Understand the digital communication environment, the language of the Internet and information search techniques
- Learn about digital communication technology and the use of multimedia and programming tools

PROGRAMME

PROFESSIONAL SKILLS (420-510 HOURS)

Foundation Degree Year 1

The Fundamentals Of Business And Digital Communication

Organisational and digital framework of organisations - General and digital legal framework - The Digital Economy

Studies and tools applied to corporate communication

Quantitative Studies and Tools - Applied Studies in Commercial Communication

Foundation Degree Year 2

The Company and Digital Communication

Business strategy and e-commerce - Developing an e-commerce site

Prospecting, Negotiation and the Strategic Approach to Commercial Communication

Areas of commercial communication studies - Commercial communication strategy

Professional Assignment (≤12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1

German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)

German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- Communications Assistant
- Communications Officer within medium or large organisations

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (20H)

The European project: Culture and Democracy for Active Citizenship

- The importance of history (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe European citizenship
- The workings of the European Union Importance, challenges and future of European construction
- Focus on corruption (GRECO)