

# ECS

EUROPEAN  
COMMUNICATION  
SCHOOL

[www.eurocomschool.com](http://www.eurocomschool.com)



## THE EUROPEAN SCHOOL OF COMMUNICATION

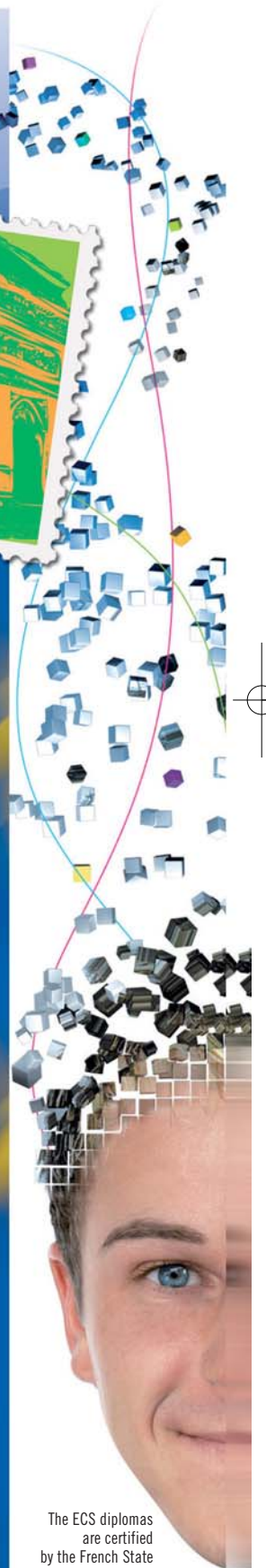
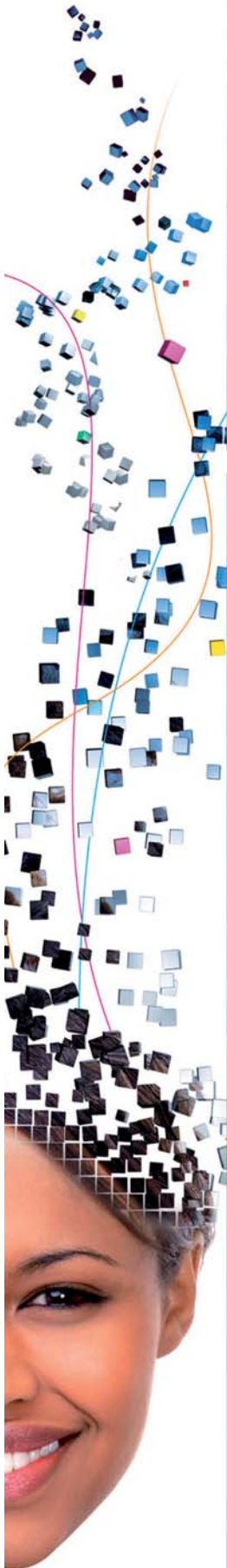
MARKETING  
ADVERTISING  
COMMUNICATION  
PUBLIC RELATIONS  
PRESS RELATIONS  
EVENT MANAGEMENT



ECS PARIS  
[www.ecs-paris.com](http://www.ecs-paris.com)

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The ECS diplomas  
are certified  
by the French State  
Certification Niveau II





# ECS PARIS

## ENTER THE COMMUNICATIONS WORLD



**Study at the European School of Communication in Paris and you will have the opportunity to prepare for a career in the communications industry while enjoying the stunning beauty of France's capital city.**

The School is ideally located just ten minutes from the central business district, La Defense, with all that Paris has to offer just a metro ride away.

We teach our students through practical experience, both in our classrooms and in internship placement within the communications industry. Our superb faculty is composed of academics and industry professionals who have been invited to bring their expertise to the classroom.

Each student is required to participate in an internship during their studies at ECS. Every school within the ECS network has an internship office which helps students find internships and supports them throughout the process.

Moreover, students benefit from studying in France's largest and capital city, as Paris is a global economic and cultural centre.

Our regular program of study lasts three years, with the possibility of starting an accelerated first year program in March. Courses are taught in French.

Professional success in communications hinges on the ability to be internationally mobile. As a result, ECS Paris has partnered with universities abroad in order to offer students a richer and more rewarding educational experience.

## INTERNATIONAL STUDENTS

International students are expected to have a basic foundation in French. ECS also offers a month-long intensive course in September for international students to prepare for classes that begin in October.

## A WORD FROM OUR DIRECTOR

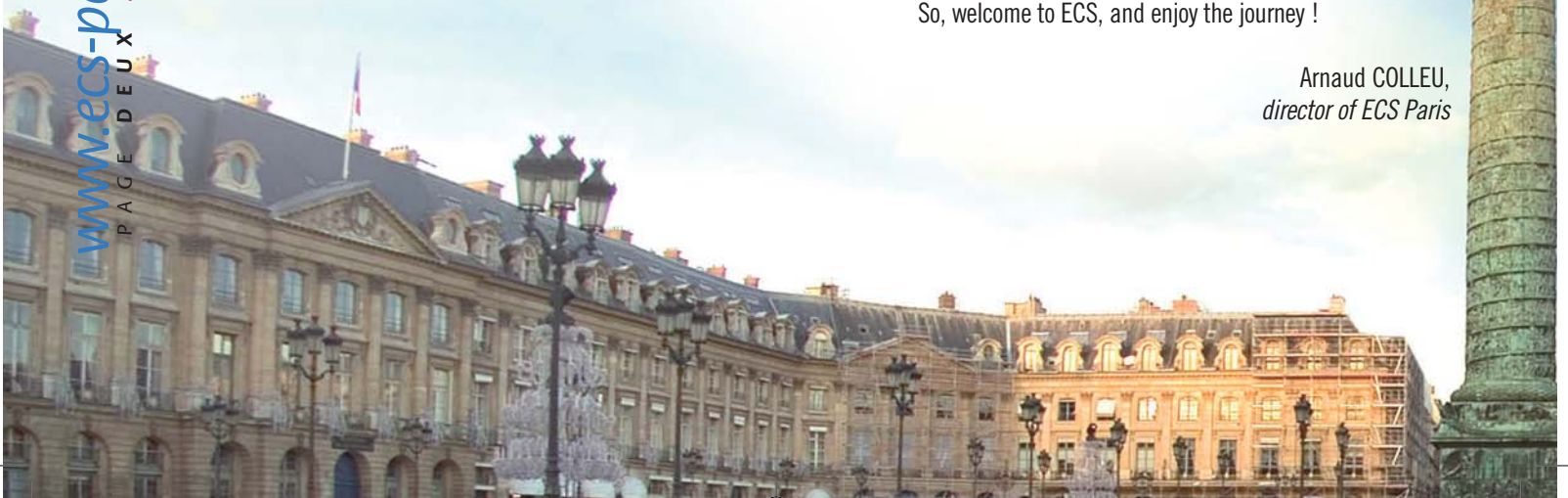


After 25 years, ECS Paris is proud of its achievements. We have consistently ranked among the top national and international educational institutions. Here are a few reasons why ECS has been so successful:

- We constantly adapt our course program to the needs of communications firms.
- We place all of our students into internships, allowing them entry into a professional network.
- We provide individual coaching to each and every one of our students to help them develop their talents and starting their careers.

So, welcome to ECS, and enjoy the journey !

Arnaud COLLEU,  
*director of ECS Paris*





# COURSE OFFERINGS

## INTRODUCTORY COURSES

### MODULE 1

- 1.1 Basics of a Company
- 1.2 History and Overview of Media
- 1.3 Overview of Communication Professions
- 1.4 Introduction to Communication News

### MODULE 2

- 2.1 French Institutions
- 2.2 Geopolitics

### MODULE 3

- 3.1 Oral expression

### MODULE 4

- 4.1 Brand Communications
- 4.2 Advertising
- 4.3 Press relations
- 4.4 Public relations

### MODULE 5

- 5.1 Communication plan
- 5.2 Communication strategies

## INTERMEDIARY COURSES

### MODULE 1

- 1.1 Right to Information and Communication
- 1.2 Geopolitics
- 1.3 Communication News
- 1.4 Introduction to Graphic Design

### MODULE 2

- 2.1 Oral expression

### MODULE 3

- 3.1 Corporate Communication
- 3.2 Marketing
- 3.3 Event Communication
- 3.4 Press Relations
- 3.5 Public Relations

### MODULE 4

- 4.1 Advertising concepts and strategies
- 4.2 Communication strategies

## ADVANCED COURSES (Experience Required)

### MODULE 1

- 1.1 Communication of Music Publishing
- 1.2 Web Communication
- 1.3 Marketing
- 1.4 Communication news
- 1.5 Geopolitics

### MODULE 2

- 2.1 Corporate Communication
- 2.2 Internet Communication
- 2.3 Public/political Communication
- 2.4 Advanced Event Communication
- 2.5 Advanced Advertising
- 2.6 Advanced Press Relations
- 2.7 Advanced Public Relations

### MODULE 3

- 3.1 Communication strategies

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## ECS IN EUROPE

*The ECS network comprises schools in Paris, Brussels, Toulouse, and Strasbourg, as well as partner schools in Barcelona and Madrid. ECS encourages its students to profit from studying internationally.*



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