



# ISTC

THE REFERENCE FOR  
COMMUNICATION  
SCHOOLS IN FRANCE

## Bachelor and Master Programmes

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**istc**  
STRATEGIES & COMMUNICATIONS



UNIVERSITÉ  
CATHOLIQUE  
DE LILLE 1875

[www.istc.fr](http://www.istc.fr)

# Who are we ?

ISTC is a Communication College that has been training operational, versatile, and forward-thinking communication professionals since 1991. In 2013 it was ranked among the Top 3\* of French institutions offering programmes specialised in communication.

Our 450 students of ISTC particularly enjoy the central location of their School (both in Lille and in Europe!), the family atmosphere, the dynamic teaching and the personalized support offered by the academic and administrative staff. ISTC being a member of Lille Catholic University (the biggest private university in France), they also have access to all the services provided by the University.

\* SMBG ranking – December 2013

## > Focus on Lille Catholic University

- Historic campus at the heart of the city
- 6 faculties & 20 Colleges (among which ISTC)
- More than 25 000 full-time students
- 2 600 international students coming from 120 countries
- More than 400 international partner universities



# Bachelor-level courses

Over a period of three years, the Bachelor in Communication courses enable students to discover and confirm their professional orientation, with lecture-based classes, work placements and assignments. Exchange students can mix 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>-year courses.

A few examples of Bachelor courses...

- Current economic developments 🇬🇧
- Introduction to video
- History of press and media
- Sales and negotiation 🇬🇧
- Personal Development
- Communication theory 🇬🇧
- Events Communication
- Business news 🇬🇧
- Marketing Strategy
- Languages (Chinese, English, German, Spanish...)
- French: beginner, intermediate or advanced level

## > BEST CONDITIONS TO STUDY THANKS TO...

- An online library (with more than 400 000 books)
- Computer and video labs
- Personal guidance from the Academic Affairs Department throughout the exchange period



# Master-level courses

Over a period of two years, the Master's Degree programme enables students to broaden and refine their professional profile, acquire skills in communications strategy and develop their adaptability.

A few examples of Master courses...

- Financial Communications 🇬🇧
- Digital Business
- Cross-cultural Management 🇬🇧
- Seminar on Public Relations 🇬🇧
- Communication and sustainable development 🇬🇧
- Brand Communication
- Crisis Communication 🇬🇧
- Public Relations 🇬🇧
- Fundraising and Sponsoring 🇬🇧
- Languages (Chinese, English, German, Spanish...)
- French: beginner, intermediate or advanced level

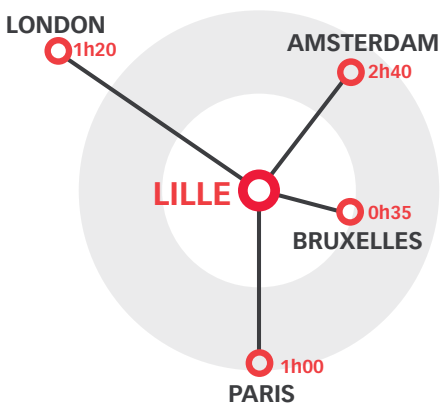


# We make your stay unforgettable with...

- **Available Accommodation:** Exchange students can apply for one of the 1 200 residence rooms.
- **Affordable Catering:** Students have access to meals at the university restaurant, open for lunch but also for dinner (around 3€50 for a main dish + dessert).
- **Friendly Buddy system:** All exchange students are assigned a buddy to facilitate their integration at ISTC.
- **Wide Range of sports:** Football, fitness classes, tennis, basket-ball... just around the corner!
- **On-campus facilities:** A medical center, an Arts Center (concerts, conferences...), a chaplaincy...
- **Easy access:** Paris Airport is only 50 minutes from Lille by high-speed train.

## > Focus on Lille

Located at the crossroads of Europe, Lille is a vibrant, dynamic and young city with 36 % of the population aged under 25 (out of 220 000 inhabitants). It offers a lot of cultural, sports and... shopping activities. Besides, you can easily go from one side of the city to the other using the bus, metro or a public city bike.



# You want to apply for an exchange?

- Confirm this possibility with the International Relations Office of your home university
- Download the application from [www.istc.fr](http://www.istc.fr)/english version
- Send it to ISTC International Office along with required documents by the deadline (see below)
- Should you need more information, please contact ISTC International Office : [julie.navalkar@istc.fr](mailto:julie.navalkar@istc.fr)



## SAVE THE DATES

	Bachelor		Master	
Study Period	Fall semester	Spring semester	Fall semester	Spring semester
	September - December	January - early May	September - December	January - end of May
Application deadline	May 15	November 15	May 15	November 15

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