

Curriculum 2026/2027
Bachelor in Digital Communication & Strategy
Year 2
LA ROCHELLE Campus

Semester «Visual Innovation & Digital Strategy»

FALL SEMESTER		
September 07th, 2026– December 19th, 2026		
Courses	Teaching Language	ECTS
Personal Branding and Content Creation	English	2
Visual Creation		5
E-commerce, SEO and Digital Marketing		6
English Communication Skills		3
Artistic Photography, Filmmaking and Media		6
Social Media, Brands and Marketing		2
VR, AR and 3D in Communication		3
Intercultural Field Project (compulsory module for international exchange students)		3
TOTAL ECTS		30

Our program, led by experienced professionals, ensures you are well-prepared to navigate the emerging realities such as artificial intelligence or immersive realities. You will not only develop creative and strategical skills but also gain insights into the advancements of the new realities. This forward-thinking program based in experiential learning is your gateway to learn to equip you with the expertise to create content, understand new realities and take a professional posture in the media and communications industries.

Courses may be subject to modifications