

B.U.T. Information-Communication

Media studies (2 options) : Corporate Communications or Journalism (Three-year Undergraduate Course)



The B.U.T. (Bachelor Universitaire de Technologie) Media Studies is a French national undergraduate diploma for candidates having a « Baccalauréat » with Honors. This is a three-year course, with a 35-hour week of work at the IUT. However, right from the start the students choose one of the two options : Journalism or Corporate Communications. They all attend lectures (20%) and then have separate courses : tutorials (30%) and practicals (50%). They are required to do at least 26 weeks on placement over the three years.

Three-year syllabus : 2 000 hrs

Common Core syllabus

- History of the media
- Occupational sociology
- Semiotics of representations
- General Law
- Social Economics
- History of International Relations
- English + a second language (Spanish or German)

Corporate Communication

- Written, oral and visual communication skills
- Conception and tools: research survey techniques, production budget, production management, media planning, Computing
- Communication techniques
- Public Relations
- Press Relations
- Photography and Corporate Video
- Desktop Publishing
- Editing
- Web site design
- Business Economics
- Marketing Strategy
- Auditing and management techniques
- Media Planning
- Project Management

Journalism

- Writing Skills for Journalism
- Investigation Techniques
- News Reporting
- Interviewing
- Editing
- Layout and Graphic Design
- Newsroom management
- Computer Skills
- Newsmaking and Ethics

- Political Science
- Information about the Industry : press agencies, reporters networks, journalism sectors, audio-visual productions
- For the last semester Journalism students choose to specialize in one area: digital media, radio, TV, or press.
- Accordingly courses on writing for the web, radio or TV, TV reporting, radio news broadcast, on-line production, TV or radio montage, sub-editing.

Tutored projects (300 hrs)

Technical or scientific applications in groups supervised by a tutor.

Corporate Communication:

Teams of 4-5 students must conduct a project from inception to completion, proposed by a local, regional or national company. This is a tutored project and not a subcontract, so the partner will be available to the students. 30 hours are tutored, and 120 hours are in autonomy.

The idea of the project can come from the students or from the company. The project must include at least 2 of the following tasks:

- define a communication strategy,
- design a visual : poster, logo, flyer, corporate identity and style guide,
- design a multi-media product: internet site, computer-assisted presentation,
- create an audio-visual tool
- write a corporate document: in-house newsletter, press release or press kit, document for the general public,
- manage an event : seminar, conference, exhibition, press relations...

Journalism:

The workshops are spread over 5 weeks and lead to a news product in either of the 4 media: newspaper, TV or radio broadcast, or digital media.

An additional workshop is dedicated to photo journalism, which includes press photography and portrait. It is jointly organized with an annual photo-reporting festival.

The Internship period

A first compulsory work experience in a company

The Internship/work placement period is scheduled for a minimum of 28 weeks : 12 weeks in the second year and 16 weeks at the end of the third year.

In Corporate Communications the 3 placements must be done in 3 different types of structures : private corporations, local government structures, independent communication agencies or even non-profit organisations or societies.

In Journalism the 1st year placement must be done in a local or regional, daily or weekly press company while the 2nd and 3rd years placement can be done in all media structures.

Students rarely do their internships abroad. However they can spend a 3rd year in a partner foreign university and do a placement there.

Objectives

- To apply the knowledge and skills the students have learnt over their 2-year course.
- To discover and adapt to the working environment.

When is the placement ?

The 1st- year placement is in June and the 2nd year placement is in April and May, but it may lead to a paid placement during the summer holidays. The third year placement is not yet decided.

What kind of projects can she/he work on ?

Here are some examples of projects in Corporate Communications :

- Write professional documents like in-house newsletters, mailings, reports, letters,
- Write and produce press reviews,
- Design press kits, flyers, posters, brochures,
- Organize festivals, conferences, seminars,
- Manage press relations,
- Design a website,
- Create a database of customers,
- Conduct a survey,
- Benchmarking,
- Monitor digital media

Examples of projects in Journalism :

- Collect Information and interview local people,
- Gather information on the wire,
- Write articles for the press or on-line,
- Take photographs and prepare for publication using post production software,
- Sub-edit articles,
- Manage a team, a newsroom,
- Lay-out newspaper pages,
- Edit the recordings (rushes)
- Prepare radio or TV news

Our students' skills

Students are trained to be fully operational in communications departments of private and public structures as well as small independent agencies or non-profit organizations or societies.

Students in journalism are ready to integrate a newsroom and make news.

What do our graduates do ?

Students' job profile :

Here are some possible positions and responsibilities in Corporate Communications :

- Communications officer
- Manager of a communications agency
- Graphic designer
- Community manager

Some possible positions and responsibilities in Journalism (newspapers, magazines, on-line, radio, TV) :

- Reporter
- Editor
- Sub-editor
- Photo-journalist