

University Bachelor of Technology (B.U.T.)

Information and Communication

The **B.U.T. Information and Communication** is aimed at preparing students to professions linked to today's society where information and communication must be mastered in all types of organisations. These career paths have a special focus on developing strategic dimensions of information & communication in companies, public organisations, associations, media, agencies...

The five study tracks on offer from year 1 have two core skills in common:

- analysing practices and challenges related to information & communication at local, national and international levels;
- providing information and communication within organisations.

Study tracks

- The **Communication in Organizations study track** trains professionals to define and implement their companies' communication strategy, in order to enhance the image of the organizations, both at internal and external levels. They create and produce communication media in different ways depending on the target audience.

Specific skills:

- Designing a communication strategy
- Creating communication materials (media, print, digital, events)
- Conducting the relations with stakeholders (service providers, sponsors, audiences, users, customers...)

- The **Digital Information in Organizations study track** trains specialists in information processing for all members of their company. They accompany users in their search for information or train them to use dedicated tools (search engines, catalogues, etc.). They lead communication campaigns around documentary resources and services offered.

Specific skills:

- Deploying an informational environment
- Designing watch processing
- Enhancing digital information

- The **Journalism study track** trains information specialists whose objective is to report on current affairs by providing their own analysis and insight. They possess the necessary knowledge to put events into perspective, and choose tools and techniques for processing the acquired information according to the different audiences and media.

Specific skills:

- Assuring independent information to take part in public debate
- Seeking the relevant data for information processing
- Processing structured information
- Enhancing information by increasing its visibility and sharing

- The **Book Trade and Heritage study track** trains mediators specializing in the promotion and distribution of documents (books, magazines, pictures, sound, video, digital resources), as well as heritage collections. They can build up and manage a library collection, manage a bookshop, participate in the distribution and editorial production of a publishing house, or ensure the mediation of a collection in museums.

Specific skills:

- Developing cultural resources
- Organising mediation, communication or sales processing
- Managing a cultural organisation

- The **Advertising study track** trains professionals in the communication, marketing and advertising production fields. They take part in every stage of the advertising campaign: preparatory meetings, study and definition of targets, goals, axis and advertising themes, message content and budget breakdown.

Specific skills:

- Analysing a brand, targets and markets within their context diversity
- Designing creative and innovative solutions
- Defining and deploying the advertising communication strategy

Entry requirements

This programme is intended to high school graduates from **general, technological or vocational backgrounds** or an equivalent degree. It can be suitable for higher education students wishing to change study path. The B.U.T. can also be prepared within the Lifelong education scheme or in apprenticeship (apprenticeship training or work-based learning). The diploma can also be delivered on Accreditation of Prior Experiential Learning (APEL).

B.U.T. Information & Communication in France

