



Curriculum 2025/2026
Bachelor in Digital Communication & Strategy
Year 2
 LA ROCHELLE Campus

Semester «Communications, Content Creation and New Medias»

| FALL SEMESTER | | | |
|---|--|-------------------|-----------|
| September 09th, 2025- December 21st, 2025 | | | |
| Code | Course | Teaching Language | ECTS |
| BCD2_2526_LR_CL_FT_S1_A_DIGDIGL2G0058 | Personal Branding and Content Creation | English | 3 |
| BCD2_2526_LR_CL_FT_S1_A_DIGDDGL2G0026 | Graphic Design 1 | | 2 |
| BCD2_2526_LR_CL_FT_S1_A_DIGDIGL2G0065 | E-commerce, SEO and Digital Marketing | | 4 |
| BCD2_2526_LR_CL_FT_S1_A_ | English Workshop | | 0 |
| BCD2_2526_LR_CL_FT_S1_A_DIGDIGL2G0045 | User Experience and Storytelling | | 3 |
| BCD2_2526_LR_CL_FT_S1_A_DIGDIGL2G0054 | Audiovisual Narratives and Critical Image Analysis | | 3 |
| BCD2_2526_LR_CL_FT_S1_A_ | Artistic Photography, Filmmaking and Media | | 5 |
| BCD2_2526_LR_CL_FT_S1_A_DIGDIGL2G0066 | Studio Week | | 4 |
| BCD2_2526_LR_CL_FT_S1_A_ | Information and Communication Theories | | 3 |
| BCD2_2526_LR_CL_FT_S1_A_DIGDIGL2G0061 | XR, AI & Social Media | | 3 |
| TOTAL ECTS | | | 30 |

The "Communications, Content Creation, and New Medias" semester focuses on current innovations and new realities of the digital communications field. This curriculum is both practical and theoretical, crafted to provide you with a deep understanding of digital communication strategies, content creation and innovation in communication within today's evolving landscapes. A highlight of the program is Studio Week, a unique immersion where students collaborate closely with over twenty professionals, offering a hands-on experience.

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 strategic 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.