Specialisation right in the world’s capital of lobbying

London is the city that concentrates the largest lobbying firms in Europe. Lobbying employs thousands of people working on behalf of inter-professional groups, NGOs, unions, economic and industrial sectors.

Following this training, students are immersed in the world of public relations and political communication. They learn the machinery of political decisions and how to make sure that the interests of one group are duly defended. This specialisation is intended for students with an initial training in marketing communications, language fluency in English and French and public speaking skills.

This major is in partnership with the Sup de Pub (School of Communication INSEEC U.). Together with the M1 «Journalisme, Contenu Éditorial & Média» of HEIP, the M2 delivers a double degree HEIP-Sup de Pub (Titre certifié niveau I).

The Sup de Pub Campus is located at 32 Aybrook St, Marylebone, London W1U, 4AW

2019–2020 SCHEDULE

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<td>Semester 1</td>
<td>COURSES</td>
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<td>Semester 2</td>
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MAIN COURSES

- Current Political Tendencies and Communication
- Political Communication
- Structures and Practices of the Public Affairs Industry
- Shaping and Responding to Public Opinion
- Digital Communication and Social Media

PROFESSIONAL PROJECT

At the end of the 5th year, the students must defend before a committee, a Professional Personal Project in order to graduate whether they studied in France or abroad. The professional project is the creation of a new start-up business with students working in groups of 3 or 4. Whether the business is a new product or service, this exercise encourages students to develop their managerial, financial skills as well as the knowledge of business law. Sup de Pub encourages its students to embark on the entrepreneurial adventure. At the end of SP5, the best professional projects benefit from one year of hosting within the INSEEC Group’s business incubator and two other specialist incubators.

CAREERS

- Adviser in the ministries
- Head of Institutional Affairs
- Public Affairs and Lobbying Expert
- Public Sector Consultant
- Consultant Evaluation of public policies

CONTACTS

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REGISTRATION: contact@heip.fr / 01 47 20 75 65
www.heip.fr