

## PRACTICAL LIFE

### Where is Tourcoing?

Tourcoing is in the North of France, next to Lille, capital of Culture and Roubaix. Well-located, Tourcoing is only 105 km from Brussels, 290 km from London, 226 km from Paris and 287 km from Amsterdam.

### Transportation:

Train + a 10-minute walk  
Underground - Line 2, Tourcoing Centre Station + a 5-minute walk  
Bus  
V'Lille (bicycles)

### Accommodation in Tourcoing, Roubaix or Lille:

Student housing  
Private rooms/flats  
Flatsharing

### Eating in and out:

At the university restaurant or cafeteria.  
In the town centre's restaurants, fast-food restaurants or sandwich bars.

### Culture:

Cinemas: UGC, Le Kinopolis, Le Majestic...  
Museums: Lille Museum of Fine-Arts, La Piscine, Le Fresnoy...  
Concerts halls: Le Grand Mix, l'Aéronef, La Cave Aux Poètes, St Sauveur...  
Architectural sites: La Villa Cavrois, La Citadelle, La Vieille Bourse, Le Vieux Lille... .. and so many more !

### Contact Information:

#### Address:

Université de Lille  
Campus de Tourcoing  
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59208 Tourcoing  
BP 70460

#### Mail:

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#### Useful links:

##### Accommodation:

[lokaviz.fr](http://lokaviz.fr)  
[leboncoin.fr](http://leboncoin.fr)

##### Going out:

[tourcoing-tourisme.com](http://tourcoing-tourisme.com)  
[lilletourism.com](http://lilletourism.com)  
[lillelanuit.com](http://lillelanuit.com)  
[lille3000.eu](http://lille3000.eu)  
[lille.fr](http://lille.fr)

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## UNDERGRADUATE TECHNOLOGICAL DEGREE

## Information-Communication Corporate Communication option





## Curriculum

### Field of study

Information and communication

### Degree

Undergraduate technological degree - Bachelor 2 – Corporate communication option

Autumn semester of the second year – 30 ects

### Department

Lille University

Tourcoing campus

Information and communication department

### Admission

Erasmus students following an information and communication degree in their home university.

This program is offered to international incoming students and French students interested in a curriculum in English.

### English proficiency

This program is entirely in English. A B2 level in English is required. Basic knowledge of French is recommended for an easier integration in France. French language training will be provided by Lille university

### Objectives

The skills acquired in the courses combine theory and practice and aim at training versatile professionals who will be able to devise communication media and implement campaigns which meet the needs of different professional sectors, such as companies, institutions or associations...

- **English language - professional productions**

(24 hours – 2 credits)

- **French as a foreign language**

(24 hours – 2 credits)

- **Digital communication tools – web 2.0**

(24 hours – 3 credits)

- **Supervised project**

(75 hours – 3 credits)

- **Audiovisual**

(20 hours – 3 credits)

- **Management techniques**

(14 hours – 1 credit)

- **Marketing**

(28 hours – 3 credits)

- **Communication strategies**

(28 hours – 3 credits)

- **Cross-cultural communication**

(20 hours – 2 credits)

- **Geopolitics**

(12 hours – 1 credit)

- **Political communication**

(20 hours – 2 credits)

- **Specific communication tools: internal communication  
cultural communication  
communication of services**

(50 hours – 5 credits)

Incoming students also have the opportunity to study Spanish, German or Portuguese.  
Additional subjects may be added to our offer in the near future.

### For more information:

<https://international.univ-lille.fr/>

<https://iut-b.univ-lille.fr/infocom>