



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
35, Rue Sainte-Barbe
59208 Tourcoing
BP 70460

Mail:

christie.willcox@univ-lille.fr

Useful links:

Accommodation:

lokaviz.fr
leboncoin.fr

Going out:

tourcoing-tourisme.com
lilletourism.com
lillelanuit.com
lille3000.eu
lille.fr

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Undergraduate
Technological
Degree

BACHELOR 2 / BACHELOR 3

Information Communication

CORPORATE COMMUNICATION OPTION





FIELD OF STUDY

Information and communication

DEGREE

University Bachelor of Technology - Communication in Organizations study track

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

A B2 level of 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...

CURRICULUM

BACHELOR 2

Fall semester

- Digital Culture (3 ects)
- Audiovisual (3 ects)
- Group project: creating an innovative product/service (4 ects)
- Professional English (2 ects)
- Internal communication (2 ects)

Spring semester

- Communication strategies (2 ects)
- Professional English (2 ects)

Incoming students also have the opportunity to study Spanish, German or French as a foreign language (2 ects each).
Additional classes 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>

BACHELOR 3

Fall semester

- Cross cultural communication (2 ects)
- Visual communication (2 ects)

Spring semester

- Professional English (2 ects)