
BACHELOR

COMMUNICATION

YEAR 3

BACHELOR

RNCP TITLE NO. 38125

CERTIFYING BODY: ISCPA - IGS

REGISTRATION DATE: 10/18/2023

Post-
secondary

 1-year program

 On the **Vichy** campus

Our Bachelor's program corresponds to **RNCP Title No. 38125**, titled Communication Project Manager. It will enable you to lead a company's communication strategy while taking into account evolving digital practices and societal expectations. Your future role will be to develop, implement, and evaluate a communication project tailored to the company's objectives.



FULL-TIME OR WORK-STUDY PROGRAM



INTERNSHIPS AVAILABLE

Accessibility: IFIC's premises are equipped with an elevator.

Organizations dedicated to employment, training, and accessibility for people with disabilities in the Allier and Puy-de-Dôme regions

- Cap Emploi Allier / Cusset / Puy-de-Dôme
- MDPH 63
- Ressource Handicap Formation (RHF)
- Démarche H+ Formation

CONTACTS



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INFORMATIONS CLÉS

***Application to be submitted 3 months before the start of the program,
which takes place on September 22, 2025.***

PREREQUISITES

To enter the program, certification candidates must hold, at minimum, either an RNCP-certified qualification or a Level 5 diploma (or 120 validated ECTS credits) as part of a one-year training path, or an RNCP-certified qualification or a Level 4 diploma with significant experience in communication as part of a three-year training path (for VAE candidates, a Level 4 diploma — baccalauréat or equivalent — and significant experience are required).

ADMISSION REQUIREMENTS

- Application review: Your CV, diplomas, and transcripts are carefully reviewed to assess your profile.
- Assessment: A communication culture test evaluates your knowledge and interest in the field.
- Interview with a member of CFA IFIC's management team: A conversation to better understand your motivation and career goals.

DURATION

10 months

HOURS

540 hours, Monday to Friday:

- 483 hours in-person
- 57 hours of methodology

FEES

- Full-time: €5,500 (all taxes included)
- Work-study: €8,500 (all taxes included), covered by the OPCOs

PROGRAM OBJECTIVES

The "Communication Project Manager" certification is set within a sector particularly affected by technological and societal changes: brands and organizations today must adapt to new consumer and employee expectations (digitalization, sustainability, engagement, etc.) by integrating emerging needs and economic and social constraints within a turbulent environment.



Furthermore, for some companies, the health crisis revealed a delay in digitalization. The adoption of digital tools within organizations has become a genuine strategic challenge, raising significant issues, particularly in terms of new skill requirements.



The rise of digital technology has significantly renewed and energized the sector, creating opportunities for communication managers and encouraging the growth of entrepreneurial status (freelancers, consultants, micro-entrepreneurs, managers).



PROGRAM CURRICULUM

CONTRIBUTE TO THE DEVELOPMENT OF THE COMMUNICATION STRATEGY

1

- B1-A1-C1 – Analyze a client's (internal or external) expressed needs by situating them within their strategic, economic, and cultural context, taking into account associated constraints and, where applicable, the history of the client relationship, in order to define the scope of the assignment and its objectives.
- B1-A1-C2 – Characterize the client/principal's existing communication strategy by conducting an inventory of the communication tools and materials used, in relation to their target audiences, communication objectives, and performance, in order to position the client within their environment (including the competitive landscape).
- B1-A1-C3 – Leverage quantitative and qualitative data gathered on the client's markets, as well as marketing trends and innovations in digital communication (AI, UX/user experience, big data, metaverse, etc.), responsible communication, and influencer marketing communication, after verifying the reliability, currency, and completeness of sources, and using appropriate marketing/data research and analysis tools, in order to formalize a communication diagnosis.
- B1-A2-C4 – Formulate a communication issue as a strong, concise idea addressing the company's strategic challenges, including CSR concerns, based on the diagnosis conducted, in order to meet the brand's needs.
- B1-A2-C5 – Propose the broad outlines of the communication strategy, including objectives, target audiences, and editorial communication themes, taking care to consider social and societal impact (impact communication), in order to consistently address the communication issue.
- B1-A3-C6 – Produce a structured, concise, and explicit pitch, including a budget estimate suited to the communication project's challenges, in order to convince the client/principal of the project's added value.
- B1-A3-C7 – Design a presentation for the communication project, organized according to a logical structure, respecting the planned presentation time (pitch, etc.), optimizing accessibility and readability, and structuring key messages, in order to strengthen the impact of the arguments and generate interest among stakeholders (management, client, etc.).
- B1-A3-C8 – Deliver a presentation consistent with the messages formalized in the materials, building rapport with the audience and adapting verbal and non-verbal posture to the project's context, in order to capture the audience's attention and encourage interaction.
- B1-A3-C9 – Address questions and objections by rephrasing them and ensuring understanding, supporting responses with arguments (benefits, ROI for the client, etc.), in order to resolve doubts and convince the interlocutor.

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DEFINE THE COMMUNICATION RESOURCES STRATEGY

- B2-A1-C1 – Within an "omnichannel" communication strategy, select relevant online and offline communication channels based on their consistency and expected performance for the target audiences, taking cost into account, in order to best serve the objectives (acquisition, brand awareness, etc.).
- B2-A2-C2 – Define the mix of communication actions (events, press relations, street marketing, influencer partnerships, paid search (SEA), etc.) and materials (website, web pages, social media, video, podcasts, brochures, magazines, etc.) to address the communication issue, ensuring overall consistency and considering environmental impact (positive-impact communication), in order to optimize the effectiveness and accessibility of the message for all target audiences, including those with disabilities.
- B2-A2-C3 – Determine the KPIs related to communication objectives and channels/materials to feed the results-tracking dashboard and enable corrective actions when needed.
- B2-A3-C4 – Sequence communication actions according to their short-, medium-, and long-term priority, following a detailed schedule for each selected channel, in order to organize and pace the brand's presence with target audiences.
- B2-A4-C5 – Estimate the budgets associated with communication actions by conducting evaluations and negotiating quotes with service providers or suppliers (web designers, exhibition stand builders, printers, video editors, etc.), to ensure the feasibility (technical and timeline) and economic performance of planned actions, as well as partners' CSR commitment.

PRODUCE MEDIA AND NON-MEDIA COMMUNICATION CONTENT

3

- B3-A1-C1 – Develop the "creative concept" according to the brief's guidelines (target audiences, tone, messages, and objectives), while respecting the chosen editorial line and integrating social, societal, and environmental dimensions (gender parity, diversity, inclusion, etc.), in compliance with professional commitments, regulations, and universal design principles, in order to meet the client/principal's needs.
- B3-A2-C2 – Create engaging written content tailored to target audiences and intended formats (print, audiovisual, website, social media, podcast, newsletter, blog, YouTube video, etc.) by applying appropriate writing techniques and vocabulary, effectively using Artificial Intelligence tools (prompt engineering), and ensuring message consistency across online and offline media, in order to formalize the most impactful message possible.
- B3-A2-C3 – Using DTP software, create graphic elements, combining them where relevant with imagery to serve the visual identity (logos, posters, banners, homepages, landing pages, etc.), tailored to the target audience and to online and offline media, in order to ensure accessibility and message impact for all audiences, including people with disabilities.
- B3-A2-C4 – Produce a video (corporate, advertising, etc.) from scripting through post-production, including filming and editing, using appropriate software (Premiere Pro, InShot, etc.), and adding textual and audio elements (audio description, subtitling, etc.) for the broadest accessibility, in compliance with the distribution formats required by the chosen channels.
- B3-A2-C5 – Develop an attractive showcase website, selecting effective content management tools (WordPress-type CMS) and publishing standards (W3C-type standards*) that ensure accessibility (WCAG 2.0** standard), defining a site structure, and incorporating a visual layout and features designed to optimize user experience.
- B3-A2-C6 – Optimize a website's performance by regularly updating its architecture, UX/UI design, and features, publishing new content based on an editorial calendar to drive organic search rankings (SEO), and selecting potential SEA campaigns (paid search) to increase traffic and convert it into qualified leads.
- B3-A2-C7 – Based on the creative concept, produce the event's chronological running order and detailed plan, covering sequencing, anticipated logistical, administrative, and regulatory elements, participants, potential entertainment, equipment rental, catering, security, etc., in order to ensure the event runs smoothly, while considering its environmental impact and accessibility for all audiences.
- B3-A3-C8 – Apply legal and ethical rules (legal notices, Évin law, copyright, citations, image rights, GDPR, audiovisual advertising regulations, public safety obligations, carbon footprint reduction, etc.) to content production, in order to enable distribution without exposing the client to legal risk.

MANAGE THE IMPLEMENTATION OF A COMMUNICATION PROJECT

4

- B4-A1-C1 – Based on a validated communication plan, assemble the project team by selecting internal and external experts (writers, webmasters, graphic designers, logistics providers, suppliers, etc.), defining their roadmap, ensuring adherence to principles of gender parity, universal inclusion, and diversity, and optimizing working conditions (accommodations for employees with disabilities), in order to secure the resources needed for optimal project management.
- B4-A1-C2 – Determine the project's reverse schedule by sequencing key milestones and planning their order, in order to meet deadlines.
- B4-A2-C3 – Estimate the project's detailed budget by category (technical, graphic design, service providers, image rights, etc.), based on a selection of quotes weighed by quality/cost criteria and in consultation with relevant departments and experts, in order to stay within the allocated budget.
- B4-A3-C4 – Lead and coordinate the communication project team by setting clear objectives and implementing collaborative methods that encourage interaction (SharePoint, Trello, etc.), listening to all stakeholders, and accounting for specific working contexts (disability, remote work, etc.), in order to foster exchange and support the project's successful completion.
- B4-A3-C5 – Manage unforeseen issues by providing alternative solutions and balancing deadline and budget priorities, in order to achieve the communication plan's objectives.
- B4-A3-C6 – Develop a dashboard by defining key tracking indicators, in order to monitor project performance and anticipate risks.
- B4-A3-C7 – Ensure budget monitoring for the project by regularly and rigorously processing documents related to project deployment (negotiated quotes, bookings, purchase orders, etc.) and relying on the management dashboard, in order to control costs and stay within budget.
- B4-A3-C8 – Measure the project's results in terms of ROI, based on the dashboard's key performance indicators, in order to support reporting to management or the client and, where applicable, negotiate additional or corrective actions.

ASSESSMENT METHODS

The candidate must be able to present a file including a structured report specifying the client's(s') profile, their industry/product/service, and their communication needs, along with the recommendation made to address those needs in terms of positioning, messaging, budget, and communication action plan.

The candidate proposes content across four different formats (written, graphic, video, and web). They must adapt a communication concept for:

- a print or web publication (with mockup or prototype: web page, app, etc.)
- visual/graphic distribution
- video, podcast, or graphic animation distribution
- a chronological running order and all detailed elements of an event



Based on a communication plan, the candidate must present their individual role from a technical, managerial, and budgetary perspective, along with the dashboard (budget vs. actual vs. variance) and the corrective actions considered, as well as the selected performance indicators and return on investment.

The candidate must present, through an oral presentation, arguments for the chosen strategy to address the communication issue, addressing any doubts or questions raised.

The assessment includes both written and oral components.

Our school is certified

Qualiopi 
processus certifié

 **RÉPUBLIQUE FRANÇAISE**

La certification qualité a été délivrée au titre des
catégories d'actions suivantes:

ACTIONS DE FORMATION

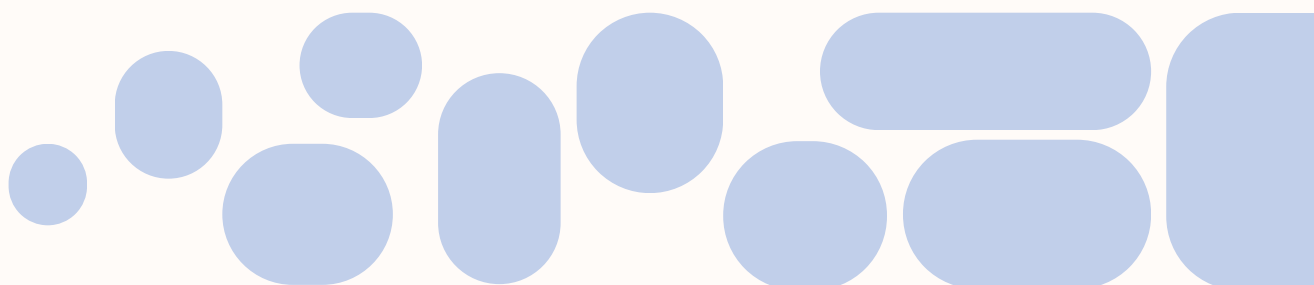
ACTIONS DE FORMATION PAR APPRENTISSAGE

What is Qualiopi?

This recognition guarantees the quality of our programs and services, meeting the **rigorous criteria** of the national RNCP framework.

Qualiopi attests to our commitment to providing **quality support** to our students and partners.

This certification reinforces our commitment to **excellence** and demonstrates our **professionalism** in education and training.



WHAT'S NEXT?

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BACHELOR JOURNALISME

Journalist

Radio host

Copy editor

Freelance journalist

BACHELOR COMMUNICATION

Communications officer

Community manager

Event project manager

Event project manager

MASTÈRE COMMUNICATION

Communications director

Communications consultant

Press relations officer

International brand manager

MASTÈRE JOURNALISME

Specialized journalist

Communications director

Editor-in-chief