

# Monsieur Kyle Schneider et Monsieur James Evershead (20h)

## Anglais

### **Course Objectives**

Due to the professional environment of the degree, this course will aim to give students an active knowledge of English directly applied to actions in the field of communications. The course will principally highlight the instances when sub-national political entities are called to communicate with international actors. To further promote an active and effective use of English in students' careers, an emphasis will be placed on a written communication strategy and presentation to be completed in groups.

The format of the course (seven, 3-hour seminars) will allow for an informal, yet meaningful, exchange and discussion between students regarding the proposed topics below. Given the timing of the sessions, students will also be invited to remain in more constant contact via an on-line forum.

### Course Syllabus :

- 1. Session One**      **Introductions –**  
Meeting people and introducing oneself and ideas formally for the first time  
General Writing Tips – tricks to making yourself understood in a foreign language  
Professional Forms of writing (letter format, etc.)  
Informal writing and communication (sms, blackberry + facebook)
- 2. Session Two**      What makes for a good presentation?  
Power point dos + don'ts  
Structuring and Preparing
- 3. Session Three**    **Getting Good Press - Media Relations**  
Finding and dealing with the International Press  
Event Organization  
Phone and email communication skills  
Press Relations – Writing a press release  
Media and Internet Vocabulary  
*Complete a unique press release (context to be assigned)*
- 4. Session Four**    **European Action**  
Benchmarking  
Inter-regional cooperation  
Twinning and Promotion of FDI  
Issues in European and French Tourism
- 5. Session Five**    **Communication Planning and Strategies**  
In-class case studies and discussion  
*Completion of Communication Strategy*
- 6. Session Six**      **Crisis Communications**  
Case study project (in groups) Security or Crisis Situation
- 7. Session Seven**    **Communicating Change, New Initiative and Progress**  
Final Test Prep, Remaining issues