

## 10 KEY ADVANTAGES

- One year of specialised studies, in Brussels, in the heart of the 'EU's machinery'.
- 300 hours of classes and workshops, in English, with an adapted timetable based on a couple of evenings a week plus some Saturdays.
- A Jean Monnet Module, recognised by the European Commission.
- An optional professional traineeship for three months minimum (the job is counted as a traineeship if there is a link with the course) and a supervised thesis (FR/ENG).
- Teaching in small groups.
- Active learning, combining theory and practice.
- Top quality faculty from the EU Institutions and Communications agencies.
- Partnerships with the European institutions and European civil society.
- Focus on skills for the job market
- A stepping stone to employment, in an exciting market.

## USEFUL INFORMATION

### PRICE

Fee: 3,450 €

### DATES

The academic year will start on 25 September 2018.

Enrolments are open until 21 September 2018.

### PROGRAMME AND ENROLMENT

Full programme and enrolment: [www.ihecs.be](http://www.ihecs.be)

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### LOCATION

27 rue des Grands Carmes  
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 More information about our courses on  
[WWW.IHECS-ACADEMY.BE](http://WWW.IHECS-ACADEMY.BE)

## EXECUTIVE MASTER 2018-2019

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## EUROPEAN PUBLIC AFFAIRS & COMMUNICATION

ACADEMY

# IHECS

Journalism & Communication

# WHY AN EXECUTIVE MASTER IN EUROPEAN PUBLIC AFFAIRS AND COMMUNICATION ?

« The European Union plays an increasingly important role in all our lives.

Brussels, the capital of the European Union, is home to the EU's official institutions as well as many lobby groups, communication firms, research firms and agencies all of which feeds into European decision-making. All of these institutions and companies need top quality public affairs and communications professionals.

To meet this need for top quality public affairs and communications professionals, the Institut des Hautes Etudes en Communications Sociales (IHECS) offers a specialised Master in European Public Affairs and Communication. The programme combines a practical framework on the functioning of the EU institutions and decision-making with practitioner led modules on strategic communication and public affairs. The focus for the Master is how to make practical use of the best public affairs and communication strategies to develop the right professional skills. By bringing together the academic and professional worlds, the course provides a platform for debate, action and innovation and as it fosters new ideas on how to develop communications in the EU.

The course is run in English and is based on a series of projects and partnerships with the European institutions and respected communications and public affairs agencies and practitioners. Graduates of the Executive Master in European Public Affairs and Communication will enhance their access to a broad range of European careers.

The Executive Master course also benefits from its high quality teaching faculty who are from both the EU Institutions and top tier Communications and Public Affairs agencies in Brussels. Their knowledge and expertise, as well as their networks, are a major boost for students eager to embark on a career in European affairs.

Do you want to help shape  
the European adventure and its challenges? »

Laura Leprêtre  
Teaching Coordinator

# PROGRAMME\* (284 HOURS • 60 EUROPEAN CREDITS)

## EU INSTITUTIONAL BACKGROUND • 84H • 12 ECTS

### EU Decision-Making Process/Legal Framework

20h

### EU External Relations

24h

### EU History

15h

### European Audit Simulation (Final Exam)

25h

## EU STRATEGIC COMMUNICATION • 90H • 12 ECTS

### EU Communication Strategy

(Jean Monnet Module)

20h

### EU Communication in Green Lobbying

(Jean Monnet Module)

20h

### EU Communication Agency Project Management

15h

### Working with the Media: Media Strategies and Monitoring

10h

### EU Social Media strategies

10h

### Call for Tenders in EU Communication

15h

## EU LOBBYING • 30H • 10 ECTS

### Framework of Lobbying

10h

### Lobbying the European Institutions

10h

### Evaluation/Simulation

10h

## EU CAREERS • 40H • 7 ECTS

### Writing and Speaking with Impact

15h

### Strategy Speaking Coaching

15h

### Self Branding Strategy

10h

## SHOW ME EUROPE • 35H • 7 ECTS

### Event Management and PR

15h

### Coaching Show Me EUROPE

20h

## SUPERVISED THESIS • 5H • 12 ECTS

### Semi-Academic Methodology (Preparation of Final Dissertation)

5h

## OPTIONAL TRAINEESHIP

\* The programme may be adapted as necessary.