

Master Applied Foreign Languages - Languages E-Commerce and Communication (LECCO)

	Type	ECTS	CM	TD	TP	Total
Semester 07	Oblig.	30,0	100,0	180,0	70,0	350,0
UE1 - Specialized English	Oblig.	6,0	12,0	48,0		60,0
Technical translation (from English into French)				12,0		12,0
Writing and translation from English				12,0		12,0
E-marketing			12,0	12,0		24,0
Oral communication in English				12,0		12,0
UE2 - Specialized LVB (German or Spanish or advanced English)	Oblig.	6,0		48,0		48,0
Technical translation (German or Spanish) into French				12,0		12,0
Oral interpreting (advanced English)						
Writing and translation (German or Spanish)				12,0		12,0
Economic analysis and report writing (advanced English)						
Negotiation LVB				12,0		12,0
Professional oral communication LVB				12,0		12,0
UE3 - E-commerce	Oblig.	6,0	46,0	14,0		60,0
Digital market			10,0			10,0
Online selling strategies			8,0	2,0		10,0
Online selling			12,0	12,0		24,0
ICT regulation			16,0			16,0
UE4 - Multimedia and Internet	Oblig.	6,0	26,0	22,0	56,0	104,0
Internet and security			10,0	14,0		24,0
Online publication			4,0		24,0	28,0
Communication, multimedia and innovation			12,0		24,0	36,0
Infographics				8,0	8,0	16,0
UE5 - Communication web et projet professionnel	Oblig.	6,0	16,0	48,0	14,0	78,0
Web writing and SEO			4,0	12,0		16,0
Human-computer interaction (HCI)			8,0		8,0	16,0
Digital project management				12,0		12,0
Community management			4,0	8,0		12,0
Skills assessment					6,0	6,0
Professional simulation in English				10,0		10,0
Professional simulation LVB				6,0		6,0
Semester 08	Oblig.	30,0	50,0	56,0	18,0	124,0
UE6 - Specialized English / LVB (German or Spanish or advanced English)	Oblig.	6,0		24,0	12,0	36,0
Media and digital writing in English				6,0		6,0
Oral communication in English				6,0		6,0
Professional simulation in English					12,0	12,0
Media and digital writing in English (German or Spanish)				6,0		6,0
Oral communication (German or Spanish)				6,0		6,0
Web content editing (advanced English)				12,0		12,0
UE7 - Intercultural analysis (German specialization)	Oblig.	6,0	12,0	24,0	6,0	42,0
SEO (Search Engine Optimization)			6,0		6,0	12,0
Consumers behaviors in English			6,0	6,0		12,0
Intercultural sectoral analysis project LVB (German, Spanish or advanced English)				18,0		18,0
UE8 - E-commerce	Oblig.	6,0	38,0	8,0		46,0
Benchmarking and market analysis			6,0	6,0		12,0
Search Engine Advertising (Adwords)			12,0			12,0
IT monitoring			8,0	2,0		10,0
E-reputation			12,0			12,0
UE9 - Language internship	Oblig.	12,0				

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Semester 09	Oblig.	30,0	56,0	198,0	34,0	288,0
UE1 - English and LVB applied for the Internet (German or Spanish or advanced English)	Oblig.	6,0		48,0		48,0
Communication and translation in English				24,0		24,0
Communication and translation in (German or Spanish)				24,0		24,0
Professional writing in (advanced English)				12,0		12,0
Reverse interpretation French-English (advanced English)				12,0		12,0
UE2 - Business communication	Oblig.	6,0	12,0	60,0		72,0
Intercultural management			12,0	12,0		24,0
Video content creation				12,0		12,0
Digital writing English				18,0		18,0
Digital writing in (German or Spanish)				18,0		18,0
Professional oral communication in advanced English				18,0		18,0
UE3 - E-commerce	Oblig.	6,0	34,0	36,0		70,0
Digital marketing			18,0			18,0
Web analytics			6,0	10,0		16,0
Online payment			10,0			10,0
Online advertising				16,0		16,0
Advanced data processing				10,0		10,0
UE4 - E-commerce platform	Oblig.	6,0	10,0	54,0	34,0	98,0
Databases			6,0	10,0	10,0	26,0
Publication of dynamic content integrated into WordPress			4,0	12,0	16,0	32,0
Infographics				8,0	8,0	16,0
Collaborative project management				12,0		12,0
User experience (UX)				12,0		12,0
UE5 - Supervised group project: website localization	Oblig.	6,0				
Semester 10	Oblig.	30,0				
UE6 - Internship in a company	Oblig.	30,0				