

10 KEY ADVANTAGES

- One year of specialised studies, in Brussels, in the heart of the 'EU's machinery'.
- 310 hours of classes and workshops, in English, with an adapted timetable based on several 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 teaching, combining theory and practice.
- European professionals working as teachers.
- Numerous partnerships with the European institutions and European civil society.
- Communication and policy, valued skills at European level.
- A stepping stone to employment, in a promising 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

CONTACT

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LOCATION

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BELGIUM



More information about our courses on
WWW.IHECS-ACADEMY.BE

EXECUTIVE MASTER 2018-2019

EUROPEAN PUBLIC AFFAIRS & COMMUNICATION



ACADEMY

IHECS

Journalism & Communication

WHY AN EXECUTIVE MASTER IN EUROPEAN PUBLIC AFFAIRS AND COMMUNICATION ?

« The European Union has an increasingly important impact on 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 which have links with European decision-making.

To meet the needs of these structures, the Institut des Hautes Etudes en Communications Sociales (IHECS) offers a specialised course in European Public Affairs and Communication. This course combines theoretical study of the functioning of institutions with learning about strategic communication tools, and how to make practical use of them, all with a view to mutual enrichment. By bringing together the academic and professional worlds, the course is a true laboratory for debate, action and innovation and it fosters the practice of European communication.

This English-language course is based on project-based learning and has numerous partnerships with the European institutions and European interest groups. Graduates of the Executive Master in European Public Affairs and Communication have the option to turn towards a broad range of European organisations.

This executive master course also benefits greatly from its dedicated teaching staff, including professionals working in communication and European policy. They call on their resources and knowledge to smooth the path for students eager to embark on a career in European affairs.

Are you up
for the European adventure
and its challenges? »



Laura Leprêtre
Educational Coordinator

PROGRAMME* (310 HOURS • 60 EUROPEAN CREDITS)

EU INSTITUTIONAL BACKGROUND • 95H • 12 ECTS

EU Decision-Making Process/Europe of the Treaties/
Legal Framework

20h

European Audit Simulation

25h

Workings of the European Parliament

20h

EU Foreign Affairs and EU Development

15h

EU News and History

15h

EU STRATEGIC COMMUNICATION • 90H • 12 ECTS

EU Communication in Green Lobbying

(Jean Monnet Module)

20h

EU Communication Strategy

(Jean Monnet Module)

20h

EU Agency Project Management

20h

Working with the Media: Media Strategies
and Monitoring

10h

EU Social Media strategies

10h

Communicating in a Decentralised Way

10h

EU LOBBYING • 55H • 10 ECTS

Lobbying at the European Commission

10h

Lobbying at the European Council

10h

Lobbying at the European Parliament

15h

Workshop «Lobbying for a Business»

10h

Workshop «Lobbying for an NGO»

10h

EU CAREERS • 35H • 7 ECTS

Writing and Speaking with Impact

12h

Strategy Speaking Coaching

12h

Linkedin Strategy

6h

Semi-Academic Methodology (Preparation of Final
Dissertation)

5h

SHOW ME EUROPE • 35H • 7 ECTS

Event Management and PR

15h

Coaching Show Me EUROPE

20h

SUPERVISED THESIS • 12 ECTS

OPTIONAL TRAINEESHIP

* The programme may be adapted as necessary.