

A photograph of a group of students on a wide set of stone stairs in an urban setting. Some students are standing at the top, while others are sitting or walking down the stairs. The background shows multi-story buildings with many windows.

# FACT SHEET 2021-2022

## INSTITUTIONAL INFORMATION

Name of the Institution	Sup de Pub
Address	10 rue Sextius Michel 75015 Paris
Website	<a href="https://www.supdepub.com">https://www.supdepub.com</a>
International Office Phone number	+33 1 56 07 09 52
Organisation ID	E10108674
Erasmus+ Code	F PARIS447

## CONTACT INFORMATION

Head of International Relations Sup de Pub	Lou Courjan-Kompf <a href="mailto:echanges.supdepub.paris@inseec.com">echanges.supdepub.paris@inseec.com</a> +33 1 56 07 09 52
Director of International Relations INSEEC U. Campus Eiffel	Julie Pidell <a href="mailto:jpide@inseec.com">jpide@inseec.com</a>



## ABOUT US

Since 1986, Sup de Pub is training students in the fields of advertising, communication, creative design and digital.

As the majority of our professors are professionals, they can provide our students with insights into the latest trends and development in the industry, shaping them into the future employees that they themselves are looking for. Another way in which our students benefit from our extensive network is through our guest lectures.

The school often organizes large events such as masterclasses with famous guests, advertising competitions or fashion shows. It also benefits from an important and very active alumni network, facilitating students' introduction to the professional world.

Sup de Pub has become over the years a major actor recognized by professionals for its innovative pedagogy and its program offer, fitting companies needs at its best.

We are a proud member of EDCOM, the European Institute for Commercial Communications Education. This network counts members from more than 14 different countries, who meet every year to exchange best practices and work together for cultural diversity in Communication education.

## PARIS CAMPUS

INSEEC U. campus in Paris is located a few steps away from the Eiffel Tower, at the heart of Paris. The « Campus Eiffel » is a great place where students, professors and professionals meet to study, work and exchange ideas. It was specifically designed to help students complete their studies with a great quality of life thanks to:



- . a contemporary space with several building gathered around a large wooded courtyard
- . several amphitheatres
- . a recording studio
- . a cafeteria / restaurant & lounge area



## ACADEMIC CALENDAR | AUTUMN 2021

Official dates	August 23, 2021 to January 14, 2022
Welcome session	August 23, 2021
French Bootcamp	August 24-27, 2021
Classes start date	September 1, 2021
Christmas Break	December 20, 2021 to January 2, 2022
Classes end date (exams included)	January 14, 2022

## PROGRAMMES OFFER (30 ECTS per semester)

Autumn	<b>Master level*</b>  Digital Marketing Innovation & Start-Up Project International Brand Strategy & Marketing Luxury Brand Communication & Marketing <a href="#">See programmes' list of subjects</a> <i>*we accept 3rd year bachelor students</i>
Autumn or/and Spring	<b>Bachelor level</b>  Global Communication Digital Communication Strategic Communication Creative Design Communication <i>Programmes' list of subjects (in French) available upon request</i>

## OUR CURRICULUM

Our programmes put students in close contact with agencies and advertisers, allowing them to start building their professional network. Our professional teachers constantly update their classes to ensure that students have the cutting edge knowledge employers are searching for. Sup de Pub's programmes have been designed by our professors to provide the necessary information and skills to excel in a specific sector of the communication and marketing field. That's why students are required to take all the courses in a given programme and cannot mix courses of different programmes.

## ADVERTISING COMPETITION

Our advertising competition is always a hit moment in the semester. Students split into interdisciplinary agencies and receive a brief from a real client (Kitkat, Lego, Sephora...).

The agencies spend two weeks working on their campaigns after which they present to a jury of professionals and to the other students.

***We receive INCOMING students in Autumn semester only. Spring semester is dedicated to internships.***



## APPLICATION DETAILS (for exchange students only)

Language requirements B2 level (European Framework) in English or French depending on the language of the programme Deadlines

Nomination (via Nomination Form sent by email):

Autumn - April 15<sup>th</sup>

Application (by email):

Autumn - May 1<sup>st</sup>

### Steps

Step 1: After receiving a nomination from a Partner University, Sup de Pub's International Office sends application procedures to nominated student(s)

Step 2: Students send required documents

- ✓ Passport-type picture for student card (.jpeg format)
- ✓ Learning Agreement signed by student and home university (*for Erasmus students only*)
- ✓ Copy of passport
- ✓ Transcript of records (in English)
- ✓ Official language test results or document issued by home university

Step 3: Sup de Pub's International Office sends an acceptance letter

## #FOLLOW US



[@supdepub\\_international](https://www.instagram.com/supdepub_international)

We are proud to share this visual:

***La vie en Sup de Pub\****  
inspired by [@dellialepadatu](https://www.instagram.com/dellialepadatu), a very talented Erasmus+ student from our partner, National University of Political Studies and Public Administration in Romania.



*\*in reference to "La vie en rose"*

## OTHER USEFUL DETAILS

Accommodation	Sup de Pub does not offer student housing. The International Office however assists students in finding accommodation. An accommodation Guide is sent to students once admission is confirmed. It will provide tips and trustworthy housing options.
Health Insurance	EU Students provide a copy of their European health insurance card Non-EU students register to the French Social Security online (for free)
Visa Requirements	Non-EU students must check visa requirements to study in France and contact the French Consulate from their home country Other contact: Campus France <a href="http://www.campusfrance.org">www.campusfrance.org</a>
Estimated Monthly Expenses	<i>These costs are approximate.</i> Housing: 750€ - 950€ per month for one person Transportation: 75€ (unlimited in Paris and its region) Food: 200€ Entertainment: 150€
Class Timetable	Available upon arrival
Attendance	Attendance to all classes and events is mandatory unless specified otherwise
Grading System	A : 17.00-20.00 Excellent B : 14.00-16.99 Very good C : 12.00-13.99 Good D : 10.00-11.99 Acceptable E : 8.00-9.99 Passable F : 0.00-7.99 Failing
Transcripts of records	Available within 6 weeks after the end of the semester
Credit Transfer	Recognition / Transfer of credits by home institution