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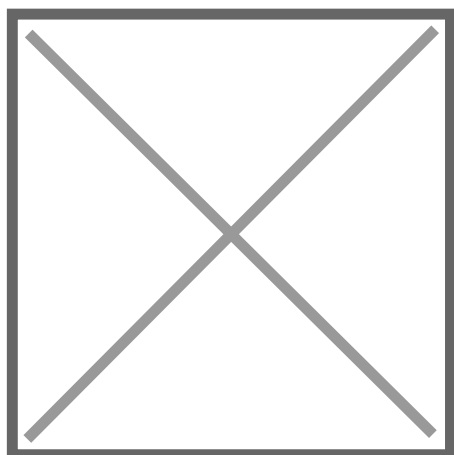
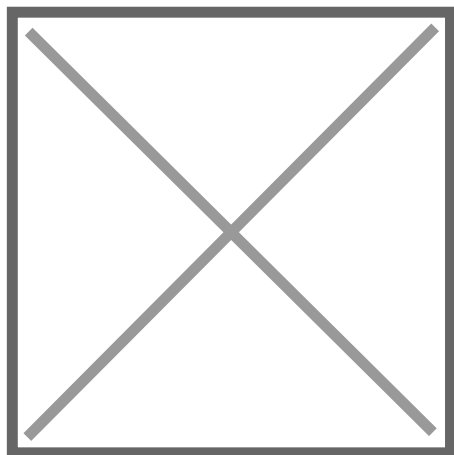
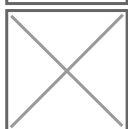
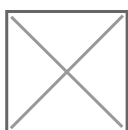
Envoyer

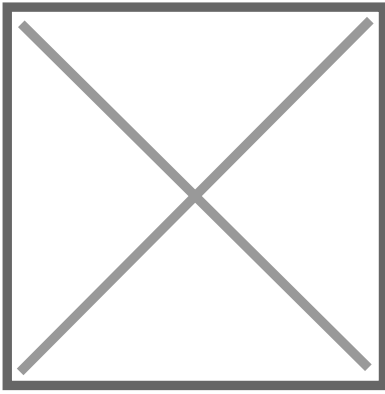
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Add to Compare

M2 Politiques de communication : influence et affaires publiques





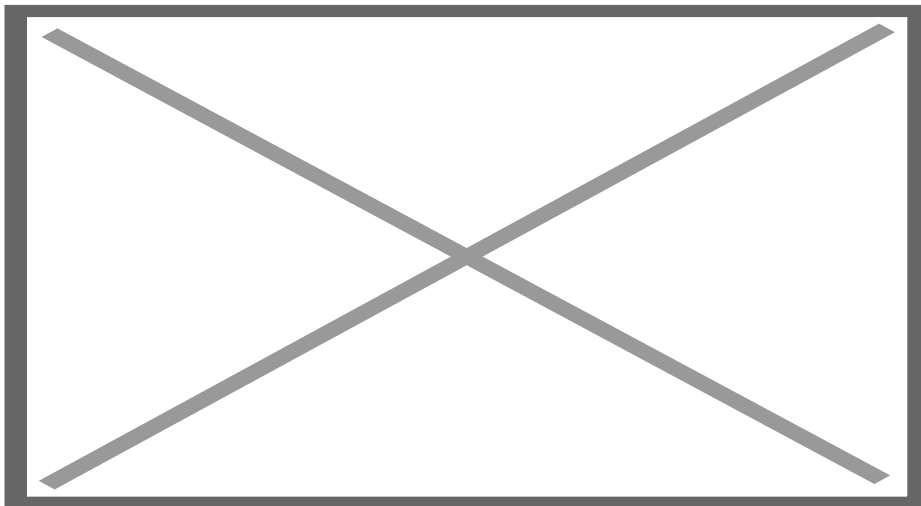
Master's degree
Specialisation Political Science
Enrolment type
Work-study programme
Language(s) of instruction
French

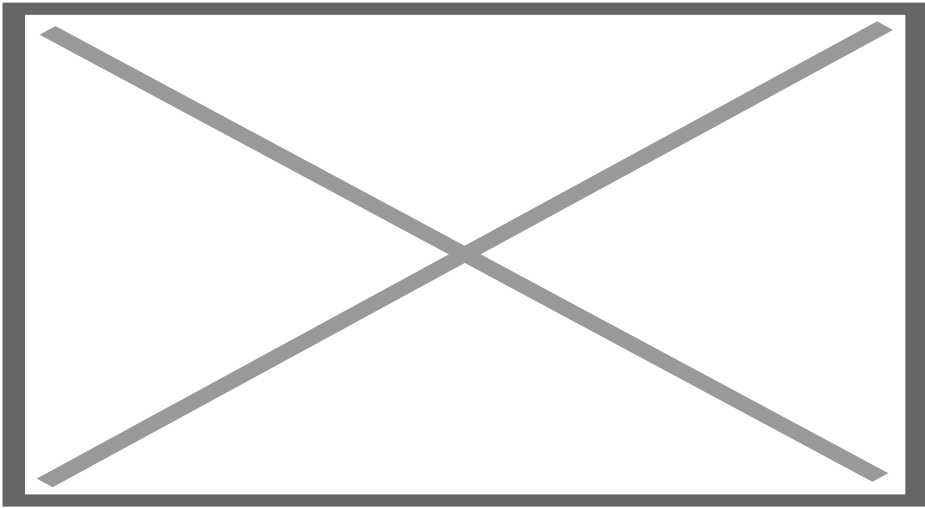
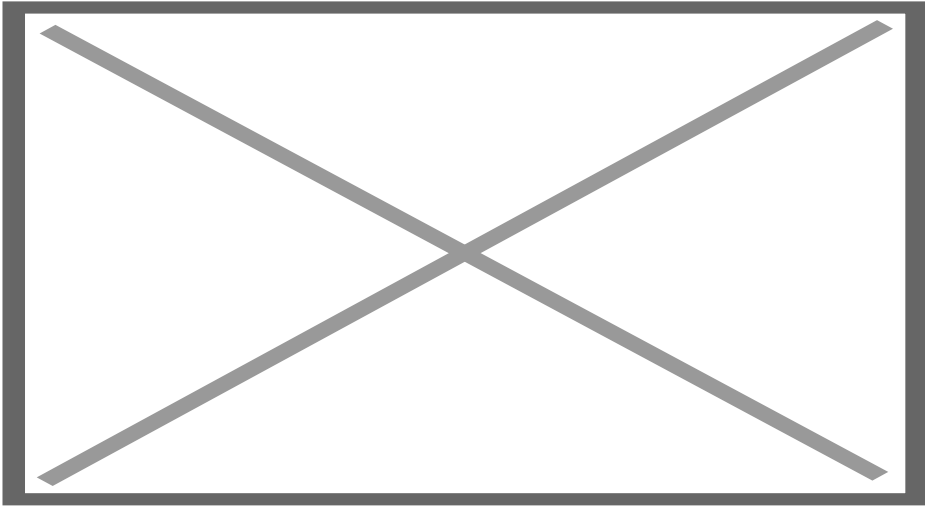
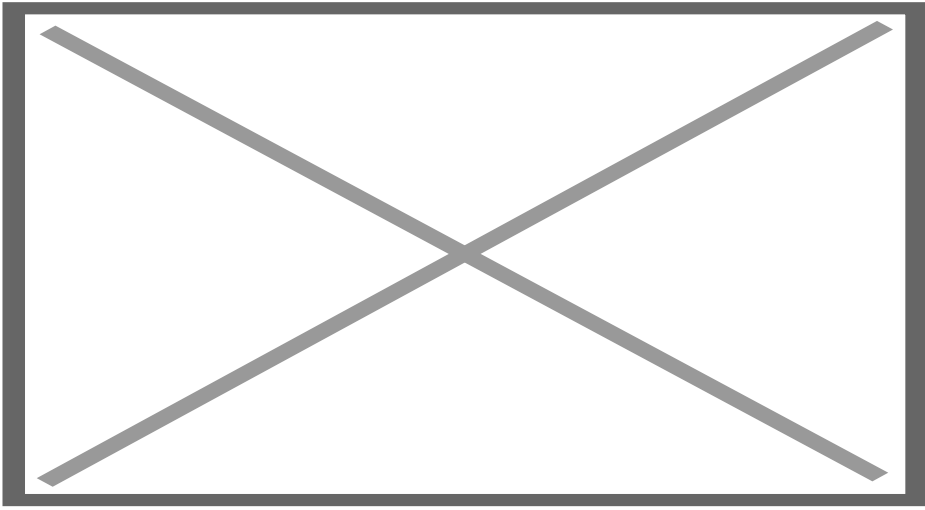
The Master's degree in Influence and Public Affairs trains students for careers in communications, particularly in large service companies with strong public impact, associations, and in political affairs in the broadest sense. The program is structured as a paid apprenticeship and prepares graduates for entry into high-level segments of the job market.

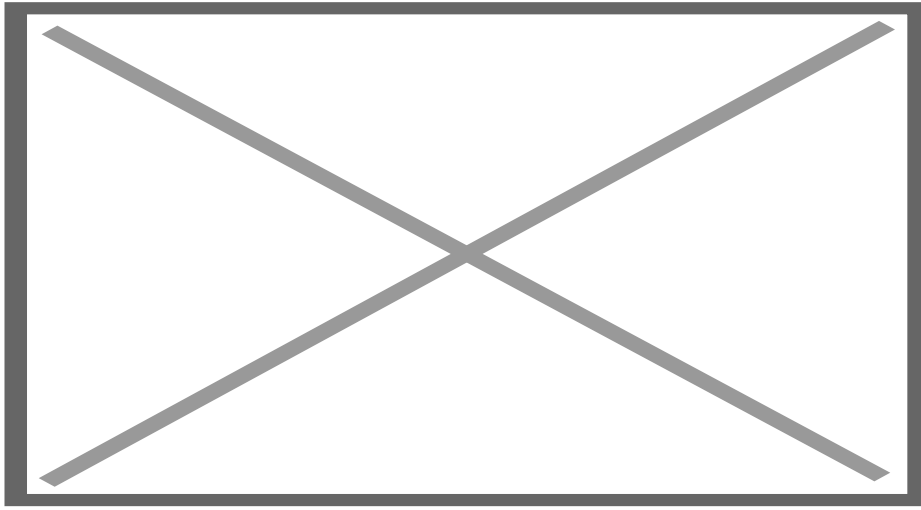
The Master's degree in Influence and Public Affairs is a two-year program with direct admission possible in the second year. The program is structured as an apprenticeship over the two years and prepares graduates for entry into high-level segments of the job market.

[Télécharger la fiche détaillée](#)

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■ ■

Information

- [Overview](#)
- [Application requirements](#)
- [Schedule](#)

Présentation

Skills

Students who have completed the second year of the Master's program:

- Design editorials and write high-level content (press releases, documents, internal and external communications).
- Establish necessary diagnostics for effective communication at all levels.
- Developing effective communication strategies.
- Support leadership in steering communication strategies.

Objectives

Students:

- Deepen their general knowledge and mastery of specific skills related to communication professions.
- Enhance their apprenticeship training by combining practical skills and expertise with social sciences.
- Synthesize the theoretical and practical knowledge acquired during their training at a high level, particularly through their thesis work.
- Work in teams and jointly develop knowledge and practices.

Débouchés

Career prospects

Journalist

Marketing / Communication Officer

Communication assistant

Communication Officer

Communication manager

Communication agent

Press officer

Assistant managers, directors or heads of marketing, communications or sales strategy

Adviser in communication

Web editor

Calendar

Start of programme (indicative date)

01/09/2026

End of programme (indicative date)

30/09/2027

Admission

Capacity

Available Places

25

Target Audience and Entry Requirements

Holders of a completed first year of a Master's degree, or external transfer after M1.

Période(s) de candidature

Inception Platform

From 15/03/2026 to 31/05/2026

Supporting documents

Compulsory supporting documents

Programme

Plaidoyer et ONG

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Communication des ONG et de l'humanitaire	1	Annualisé	12					
■								

Communication des ONG et de l'humanitaire

ECTS : 1

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Plaidoyer](#) 1 Annualisé 6

■

Plaidoyer

ECTS : 1

Semester: Annualisé

Detail

Lecture: 6

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

L'internationalisation et ses effets

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Politiques de la globalisation	3		Annualisé 24					
■								

Politiques de la globalisation

ECTS : 3

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Détail renseigné au niveau Élément Constitutif

[Transition](#)

[écologique :](#)

[comment sortir](#)

[de l'impasse ?](#)

■

Transition écologique : comment sortir de l'impasse ?

ECTS : 1

Semester: Annualisé

Detail

Lecture: 6

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Détail renseigné au niveau Élément Constitutif

[Sociologie des](#)

[controverses](#)

[contemporaines](#)

2

Annualisé 24

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------

■

Sociologie des controverses contemporaines

ECTS : 2

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Anglais](#)

[professionnel](#)

2

Annualisé 24

■

Anglais professionnel

ECTS : 2

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Stratégies d'accès aux médias et à l'opinion publique

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------

[Sociologie du](#)

[travail](#)

[journalistique](#)

2

Annualisé 12

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	directed study/practical class
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------	--------------------------------

Sociologie du travail journalistique

ECTS : 2

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Relations](#)

[presse et](#) 2 Annualisé 24
[mediatraining](#)

Relations presse et mediatraining

ECTS : 2

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Analyse de](#)

[l'opinion](#) 2 Annualisé 12
[\(sondages\)](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	directed study/practical class
■									

Analyse de l'opinion (sondages)

ECTS : 2

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Travailler au cœur de l'Etat

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
"Communication politique et travailler dans un cabinet ministériel"	1	Annualisé	6					
■								

"Communication politique et travailler dans un cabinet ministériel"

ECTS : 1

Semester: Annualisé

Detail

Lecture: 6

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Communication publique](#) 1 Annualisé 15

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class
■								

Communication publique

ECTS : 1

Semester: Annualisé

Detail

Lecture: 15

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Lobbying : méthode d'influence

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class
----------	------	----------	---------	----------------	-----------------	------------------------	-----------------	--------------------------------

[Stratégies de lobbying](#)

4 Annualisé 36

■

Stratégies de lobbying

ECTS : 4

Semester: Annualisé

Detail

Lecture: 36

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Lobbying : outils et techniques \(think tank, fabrique de l'amendement\)](#)

4 Annualisé 21

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	other
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■

Lobbying : outils et techniques (think tank, fabrique de l'amendement)

ECTS : 4

Semester: Annualisé

Detail

Lecture: 21

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Gérer la crise

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	other
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------	-------

[Communication de crise](#) 2 Annualisé 12

■

Communication de crise

ECTS : 2

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Influence online](#) 2 Annualisé 12

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class
■								

Influence online

ECTS : 2

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Ingénierie de la concertation

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class	dis
Acteurs et dispositifs du débat public	2	Annualisé	15						c
■									

Acteurs et dispositifs du débat public

ECTS : 2

Semester: Annualisé

Detail

Lecture: 15

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Concertation](#)

[et](#) 3 Annualisé 24
[démocratie](#)
[participative](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------	-----

Concertation et démocratie participative

ECTS : 3

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Stratégies de marque

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------

[Stratégies de communication corporate](#) 1 Annualisé 9

Stratégies de communication corporate

ECTS : 1

Semester: Annualisé

Detail

Lecture: 9

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Marketing des territoires et des elections](#) 3 Annualisé 18

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
■								

Marketing des territoires et des elections

ECTS : 3
Semester: Annualisé
Detail
Lecture: 18
Language(s) of instruction
Français
Remote teaching
non
Type of assessment
Evaluation Continue Intégrale
[Rédiger un appel d'offres](#) 1 Annualisé 9
■

Rédiger un appel d'offres

ECTS : 1
Semester: Annualisé
Detail
Lecture: 9
Language(s) of instruction
Français
Remote teaching
non
Type of assessment
Evaluation Continue Intégrale

Responsabilité sociale et philanthropie dans les entreprises

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Communication et inclusivité	2	Annualisé	9					

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
■								

Communication et inclusivité

ECTS : 2

Semester: Annualisé

Detail

Lecture: 9

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Mécennat et sponsoring](#)

1

Annualisé 6

■

Mécennat et sponsoring

ECTS : 1

Semester: Annualisé

Detail

Lecture: 6

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Travail encadré

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	directed study/practical class
Mémoire	15	Annualisé	4	50					

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
■									

Mémoire

ECTS : 15

Semester: Annualisé

Detail

Lecture: 4

Directed study: 50

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Pitch et
préparation
à la
recherche
d'emploi](#)

2

Annualisé 17

■

Pitch et préparation à la recherche d'emploi

ECTS : 2

Semester: Annualisé

Detail

Lecture: 17

Language(s) of instruction

Français

Remote teaching

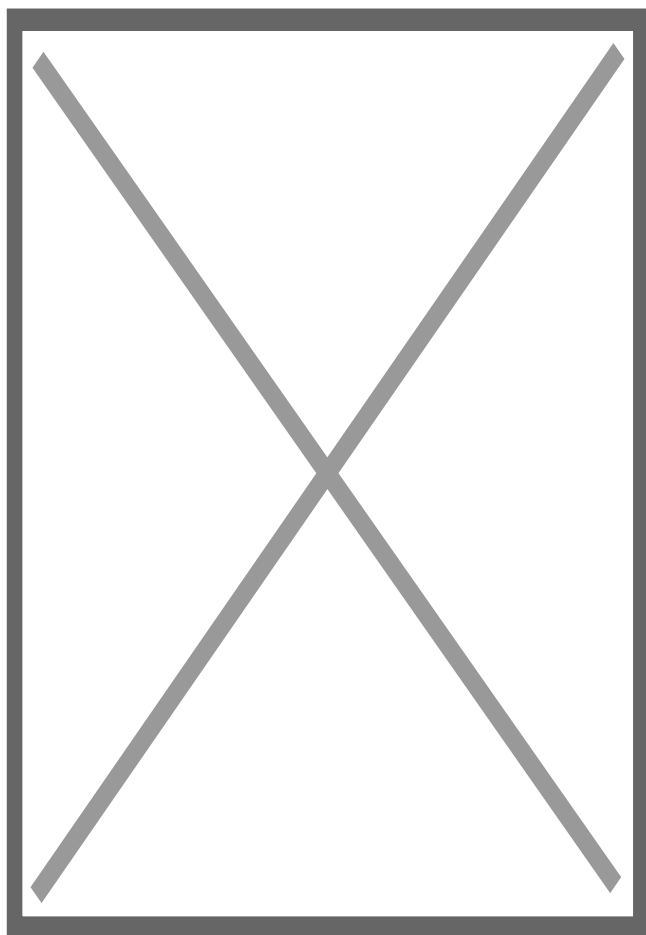
non

Type of assessment

Evaluation Continue Intégrale

Training campus

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Saint-Quentin-en-Yvelines

Saint-Quentin-en-Yvelines

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RER C Saint-Quentin-en-Yvelines

[Voir](#)

Student restaurant (CROUS)

Student residence

Library

Contact

-

Thierry LETERRE

<http://www.universite-paris-saclay.fr/formation/master/science-politique/m2-politiques-de-communication-influence-et-affaires-publiques>