Université Paris-Saclay
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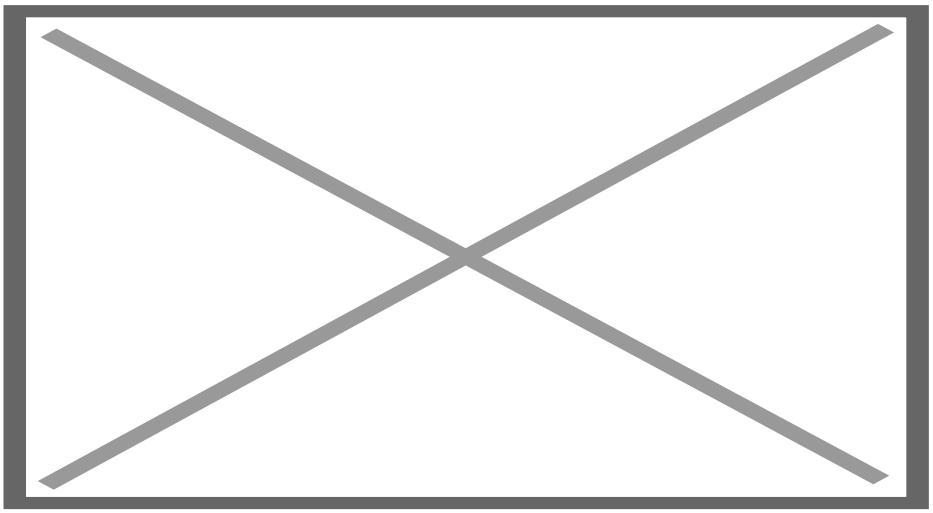
M2 Politiques de communication : influence et affaires publiques

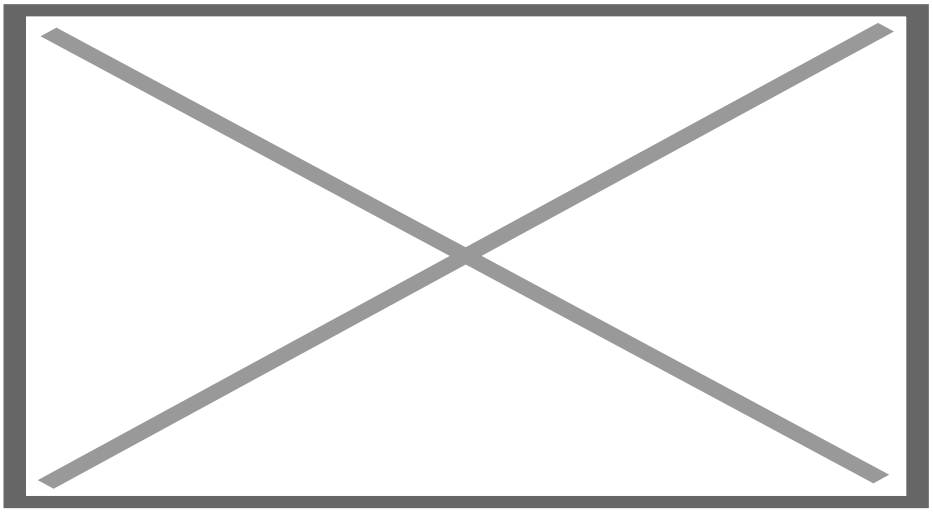
Master's degree
Specialisation Political Science
Enrolment type
Formation en apprentissage
Language(s) of instruction
French

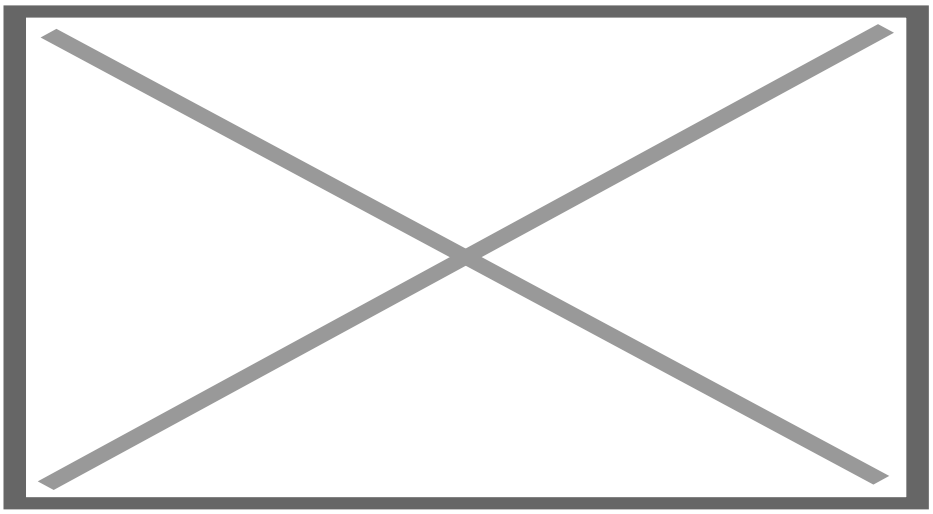
The Master's degree in Influence and Public Affairs trains students for careers in communications, particularly in large service companies with strong public impact, associations, and in political affairs in the broadest sense. The program is structured as a paid apprenticeship and prepares graduates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

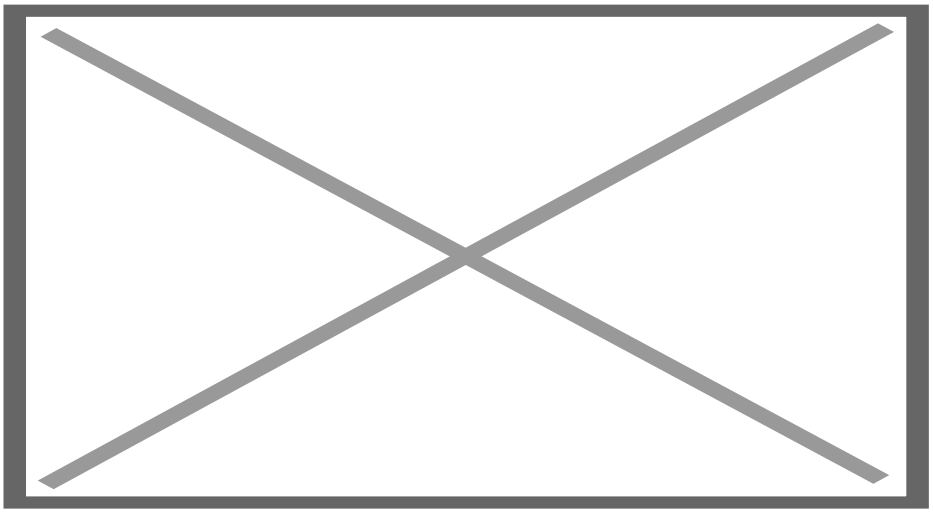
The Master's degree in Influence and Public Affairs is a two-year program with direct admission possible in the second year. The program is structured as an apprenticeship over the two years and prepares graduates for entry into high-level segments of the job market.

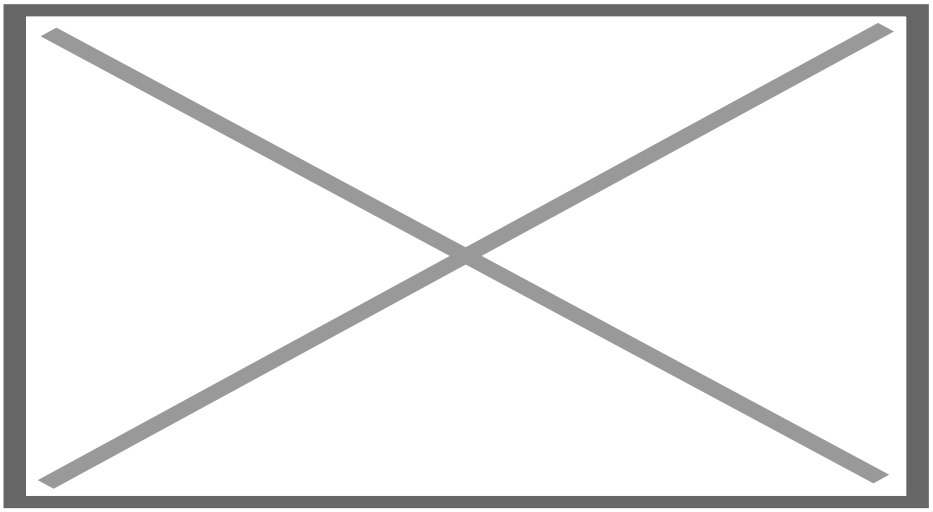
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Information

- 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

Assistant managers, directors or heads of marketing, communications or sales strategy
Adviser in communication
Web editor
Communication agent
Communication assistant
Press officer
Communication Officer
Marketing / Communication Officer
Communication manager
Journalist

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

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						
Charger le détail								
Plaidoyer	1	Annualisé 6						
Charger le détail								

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						
Charger le détail								
Transition écologique : comment sortir de l’impasse ?	1	Annualisé 6						
Charger le détail								
Sociologie des controverses contemporaines	2	Annualisé 24						
Charger le détail								
Anglais professionnel	2	Annualisé 24						
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le
Sociologie du travail journalistique	2	Annualisé 12							
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le
Relations presse et mediatraining	2	Annualisé 24							

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practica class
Analyse de l'opinion (sondages)	2	Annualisé 12						

Charger le détail

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

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practica class
Communication publique	1	Annualisé 15						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d l
Stratégies de lobbying	4	Annualisé 36							

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Lobbying : outils et techniques (think tank, fabrique de l'amendement)	4	Annualisé 21						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Communication de crise	2	Annualisé 12						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Influence online	2	Annualisé	12					

Charger le détail

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

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Concertation et démocratie participative	3	Annualisé	24					

Charger le détail

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					

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Marketing des territoires et des elections	3	Annualisé	18					

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Rédiger un appel d'offres	1	Annualisé	9					

Charger le détail

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

Charger le détail

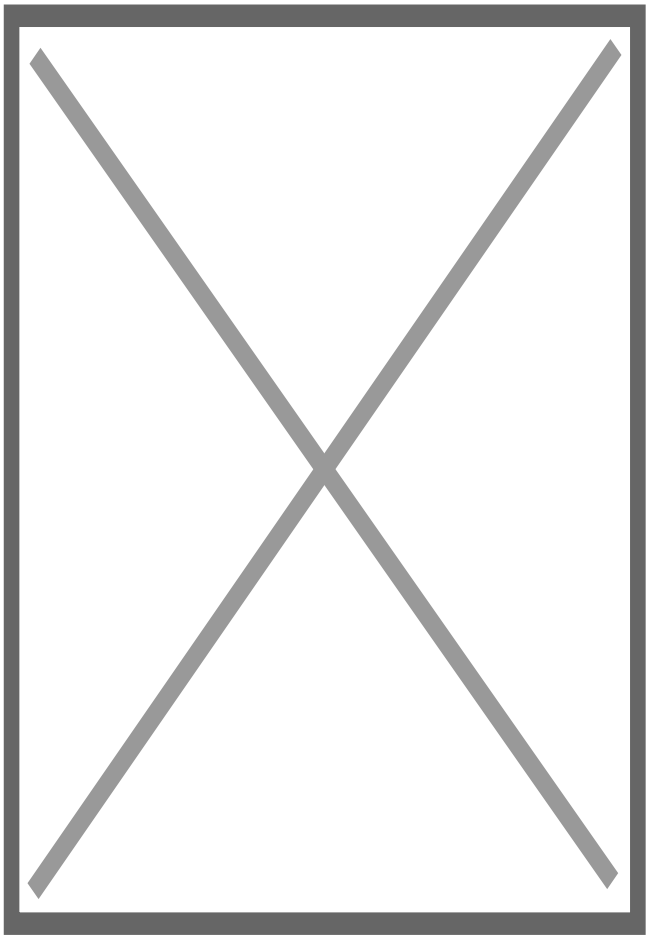
Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Mécennat et sponsoring	1	Annualisé	6					

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dist lear cou
Mémoire	15	Annualisé 4	50						
Charger le détail									
Pitch et préparation à la recherche d'emploi	2	Annualisé 17							
Charger le détail									

Training campus

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Contact

- **Thierry LETERRE**

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