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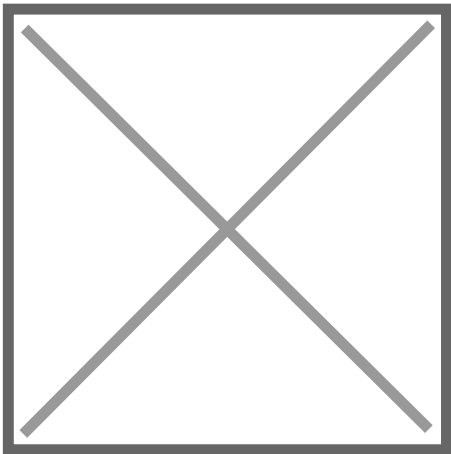
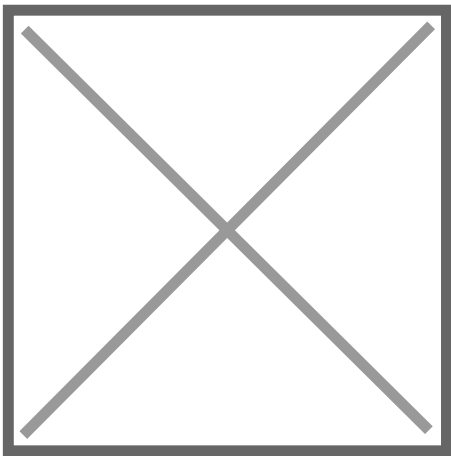
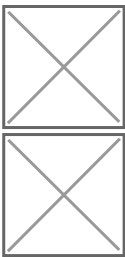
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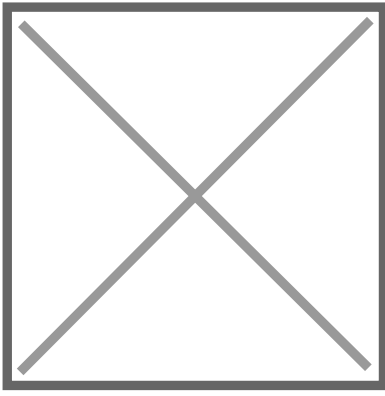
Envoyer

Une erreur est survenue. Merci de réessayer ultérieurement
Le mail de partage a bien été envoyé.

Add to Compare

M1 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 Communication Policy – Influence and Public Affairs trains high-level professionals capable of developing and implementing communication strategies for public, private, and non-profit organizations.

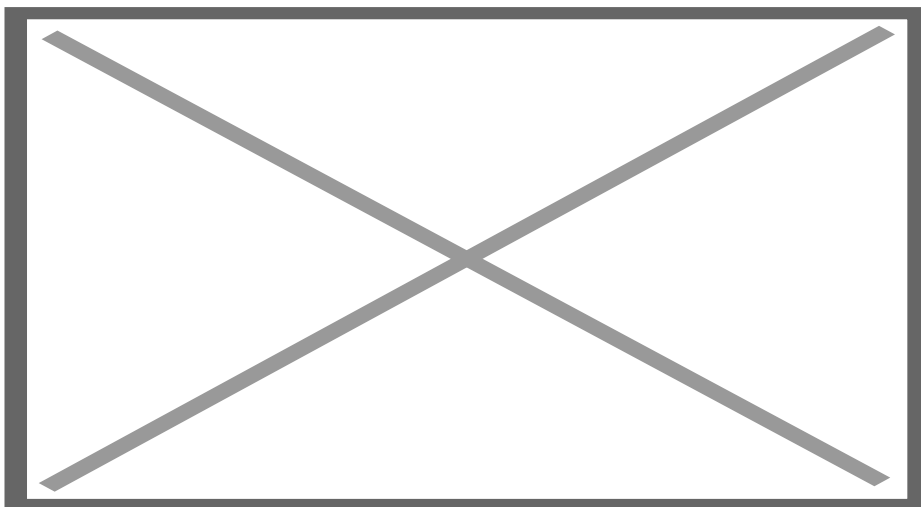
The first year of the Master's program (M1) focuses on acquiring fundamental knowledge in the fields of information and communication sciences, as well as political science.

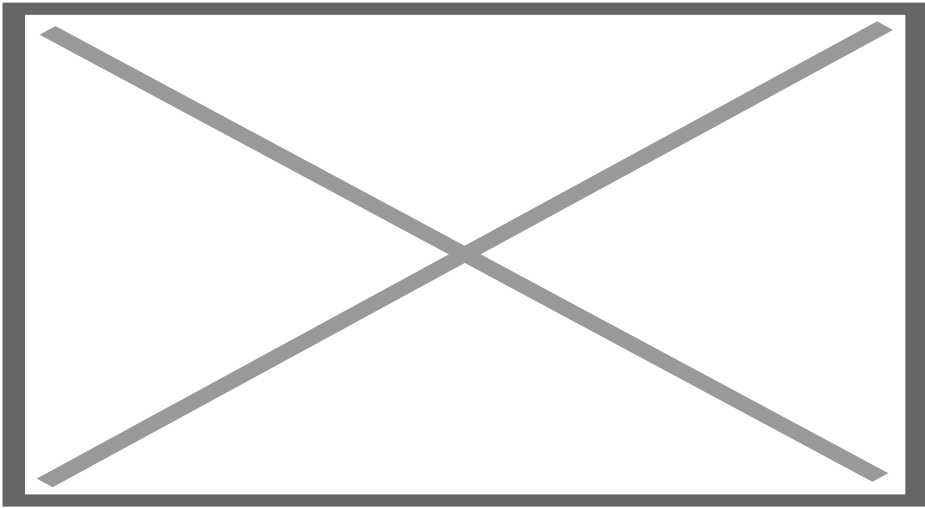
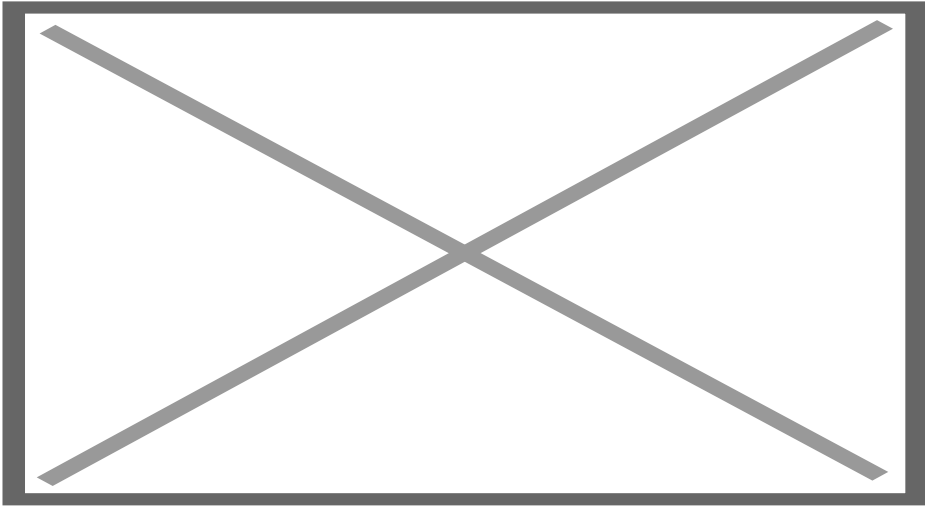
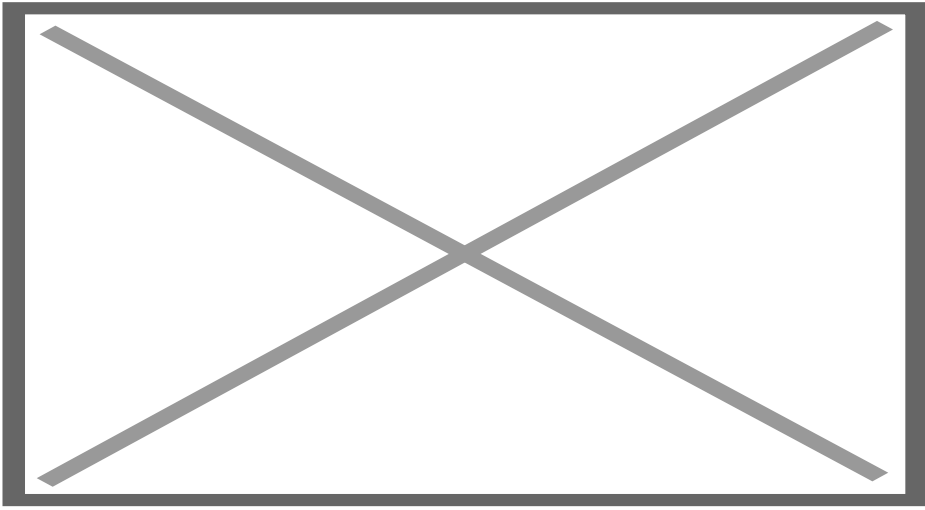
This broad approach includes: acquiring social science methods, mastering the fundamental aspects of organizational sociology, communication sociology, etc.

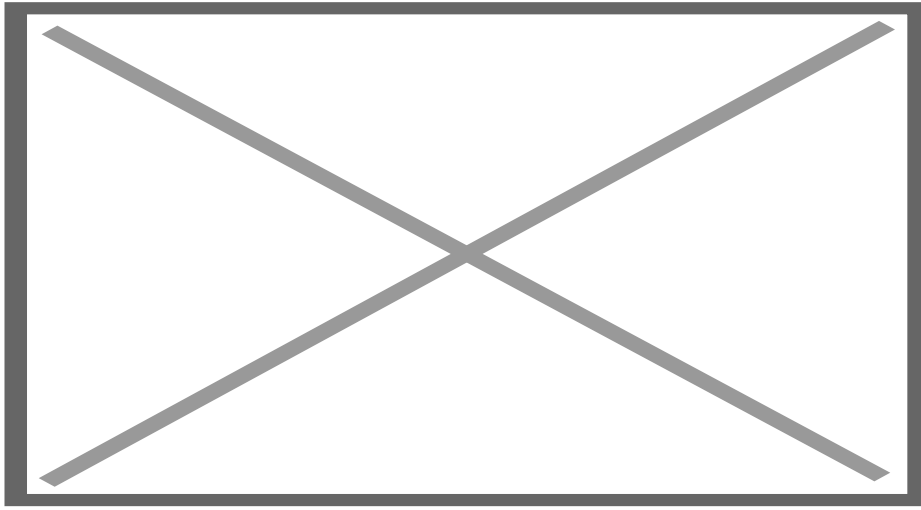
More specialized courses cover the competences enabling students to successfully complete their Master's degree in the second year of the Master's Program (M2).

Students being “apprentices,” they do not complete an internship but write and defend a thesis showing their ability to master required competences. The aim is to assess their ability to understand communication issues and develop in-depth analysis.

[Télécharger la fiche détaillée](#)
[Apply Now](#)







■ ■

Information

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

Présentation

Skills

Students:

- have a strong grasp of communication and can draw on related disciplines in their professional occupation.
- Have a hands-on knowledge in the professional world through apprenticeship training.
- Get involved in communication issues while working in teams, which is encouraged by the small size of the Master's Program Class.
- Critically engage with their learning and professional experience through the defense of a Master's thesis, demonstrating mastery of both written and oral communication.
- Are highly adaptable thanks to a learning experience which covers multiple areas of communication, enabling them to work with different specialists in their professional occupation.

Objectives

Students:

- Master theoretical and practical approaches to communication sciences.
- Navigate the political contexts of communication in a broad sense.
- Prepare for their professional life in the field of communication.
- Adapt to the context of their professional work by acquiring a foundation in relevant fields.

Débouchés

Career prospects

Communication agent

Communication assistant

Communication manager

Communication Officer

Adviser in communication

Further Study Opportunities

Master of Political Studies

Master of Communication of Organisations

Calendar

Start of programme (indicative date)

01/09/2026

End of programme (indicative date)

30/09/2027

Admission

Admission Route

Public Administration

Economics and Management

Economic and social administration

Political Science

Humanities

Geography and planning

Sociology

Theology

Social sciences

Human sciences, anthropology, ethnology

Language sciences

Information-communication

Humanities

Humanities and Languages

Geography

Cultural studies

Capacity

Available Places

22

Target Audience and Entry Requirements

The target audience is graduates with a bachelor's degree or higher in social sciences, particularly, but not exclusively, political science and communication sciences.

Période(s) de candidature

Inception Platform

From 15/01/2026 to 16/03/2026

Supporting documents

Compulsory supporting documents

Additional supporting documents

Supporting documents :

- Residence permit stating the country of residence of the first country
- Or receipt of request stating the country of first asylum
- Or document from the UNHCR granting refugee status
- Or receipt of refugee status request delivered in France
- Or residence permit stating the refugee status delivered in France
- Or document stating subsidiary protection in France or abroad
- Or document stating temporary protection in France or abroad.

Programme

Stratégies d'affaires publiques et de plaidoyer

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class
Communication et affaires publiques	3	Annualisé	15					

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

Communication et affaires publiques

ECTS : 3

Semester: Annualisé

Detail

Lecture: 15

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Techniques, IA](#)

[et affaires](#)

2

Annualisé 18

[publiques](#)

■

Techniques, IA et affaires publiques

ECTS : 2

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Plaidoyer](#)

2

Annualisé 12

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

Plaidoyer

ECTS : 2

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Relations presse et espace public

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Techniques rédactionnelles	3	Annualisé	12					
■								

Techniques rédactionnelles

ECTS : 3

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Médias et espace public](#) 3 Annualisé 36

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

Médias et espace public

ECTS : 3

Semester: Annualisé

Detail

Lecture: 36

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Régulation](#)

[publicitaire et](#) 2 Annualisé 18
[déontologie](#)

■

Régulation publicitaire et déontologie

ECTS : 2

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Détail renseigné au niveau Élément Constitutif

Théories et acteurs de la communication

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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[Théories de la](#) 4 Annualisé 36
[communication](#)

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

Théories de la communication

ECTS : 4

Semester: Annualisé

Detail

Lecture: 36

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Acteurs et](#)

[métiers de la](#)

2

Annualisé 18

[communication](#)

■

Acteurs et métiers de la communication

ECTS : 2

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

La communication, la politique et les institutions publiques

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

[politiques et](#)

[administratives](#)

3

Annualisé 18

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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Institutions politiques et administratives

ECTS : 3

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Communication](#)

[politique et](#)

3

Annualisé 24

[publique](#)

■

Communication politique et publique

ECTS : 3

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Mouvements sociaux et syndicalisme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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[Mouvements](#)

[sociaux et](#)

3

Annualisé 24

[groupes](#)

[d'intérêt](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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Mouvements sociaux et groupes d'intérêt

ECTS : 3

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Communication](#)

[et relations](#)

2

Annualisé 18

[sociales](#)

■

Communication et relations sociales

ECTS : 2

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Compétences linguistiques et informatiques

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	directed study/practical class
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[Anglais](#)

3

Annualisé 36

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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Anglais

ECTS : 3

Semester: Annualisé

Detail

Lecture: 36

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Informatique](#) 3 Annualisé 24

Informatique

ECTS : 3

Semester: Annualisé

Detail

Lecture: 24

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Méthodes du mémoire

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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[Méthode des sciences sociales](#)

3

Annualisé 18

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

Méthode des sciences sociales

ECTS : 3

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Sociologie](#)

[des](#) 3 Annualisé 18

[organisations](#)

■

Sociologie des organisations

ECTS : 3

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Mémoire](#) 8 Annualisé 4 50

■

Mémoire

ECTS : 8

Semester: Annualisé

Detail

Lecture: 4

Directed study: 50

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Compétences transverses

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
Introduction au marketing international	2	Annualisé	6						
■									

Introduction au marketing international

ECTS : 2

Semester: Annualisé

Detail

Lecture: 6

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Pratiques de](#)

[la](#) 2 Annualisé 12

[négociation](#)

■

Pratiques de la négociation

ECTS : 2

Semester: Annualisé

Detail

Lecture: 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Stratégies de la communication

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
Planifier la communication	2	Annualisé	21						

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

Planifier la communication

ECTS : 2

Semester: Annualisé

Detail

Lecture: 21

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[Communication corporate](#) 2 Annualisé 18

■

Communication corporate

ECTS : 2

Semester: Annualisé

Detail

Lecture: 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE Libre : engagement associatif](#) 0 Annualisé 0

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

UE Libre : engagement associatif

ECTS : 0

Semester: Annualisé

Detail

Lecture: 0

Language(s) of instruction

Français

Remote teaching

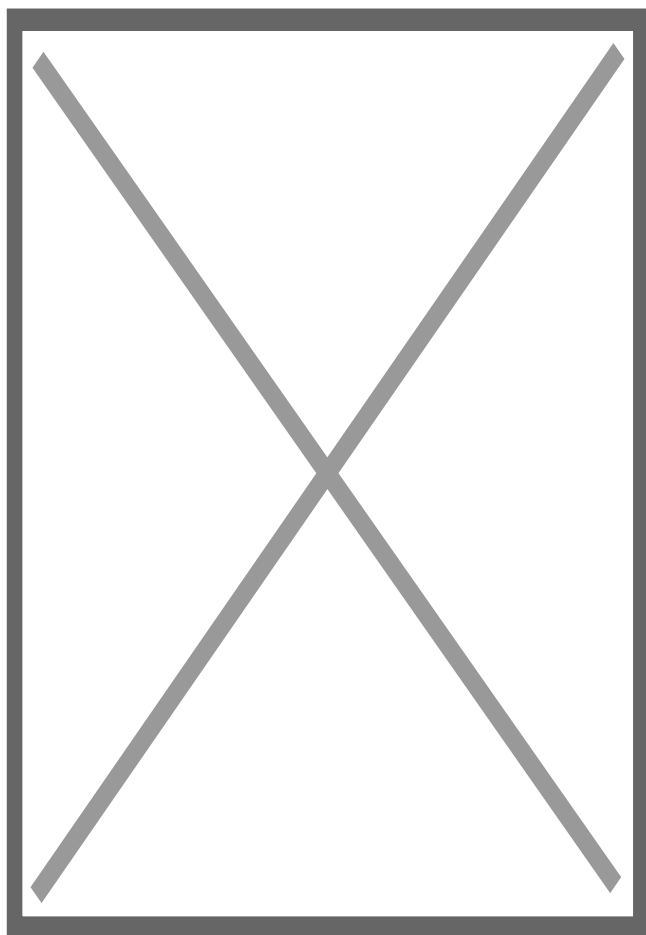
non

Type of assessment

Détail renseigné au niveau Élément Constitutif

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

- **Aurélie Stoquert**

Responsable secrétariat Master UVSQ UFR Physique

<http://www.universite-paris-saclay.fr/formation/master/science-politique/m1-politiques-de-communication-influence-et-affaires-publiques>