

Intercultural management, Communication and Event coordination (Master's Level)

Project Manager in Intercultural Management, Communication and Events | Graduate degree : RNCP Level I certified by the State

FACULTY OF MODERN LANGUAGES AND LITERATURE

Project Manager in Intercultural Management, Communication and Events is an intercultural expert specialized in international communication, international project management and information management.

Courses are held in **2 or 3 working languages**: French + English + German or Spanish or Italian.



PRESENTATION OF THE PROGRAMME INTERCULTURAL MANAGEMENT, COMMUNICATION AND EVENT COORDINATION

PRESENTATION

The title of “Project Manager in Intercultural Management, Communication and Events” certifies the acquisition of these skills. It is recognized by the State and registered on Level I in the French national register of professional qualifications (RNCP).

Working languages

- **Option with 2 working languages:**
 1. French

- +
 - 2. English (advanced level)
 - **Option with 3 working languages:**
 - 1. French
 - +
 - 2. English
 - +
 - 3. third language (Spanish / German / Italian / Chinese)
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Our strengths

MAKE YOUR LANGUAGES A PROFESSION...

2 or 3 working languages : French + English + third language (German / Spanish / Italian / Chinese)

2 internships abroad : 860 partner companies throughout the world

70% of **professional trainers**

- 1 **défi** entreprise au service des **associations humanitaires** internationales
-

Partnerships

Business partnerships

Partner companies offering internships

PROGRAMME

Duration

2 years (including 12 months of internship in total)

Academic programme

The academic programme of the degree “Intercultural management, Communication and Event coordination” is spread over 2 years of training. It is composed of 5 **blocks of specialized skills**:

- Strategic international communication
- International operational communication
- International Marketing
- Intercultural management
- Mobility in France and abroad

[Learn more about the academic programme](#)

Coaching programme

ESTRI accompanys its students in the developpement of their professional project through an unique programme composed of 3 units:

Academic preparation / professional preparation / Personal development

- Coaching to ensure the achievement of student’s professional project:
 1. by a study manager ensuring constant academic follow-up of students
 2. by a team of internship managers preparing students for periods of mobility
- Professionalizing workshops provided by professionals to develop the skills of each student and guarantee optimal professional integration

[Learn more about the coaching programme](#)

Targeted skills

- Identify the intercultural context from an interpersonal, anthropological, behavioural, intergenerational, inter-cultural, international perspective
- Decode intercultural situations to negotiate and find common ground (in French and in two foreign languages)
- Propose solutions to intercultural problems, issue recommendations, advise supervisors,

support them in decision-making, develop strategies for transformation, adaptation and change management

- Develop or participate in the definition of the communication/marketing policy, and anticipate a crisis communication strategy
- Develop message and content strategies, and measure the impact of communication / marketing actions
- Represent the image / message of a company / organization externally, ensure the animation and stimulation of partner networks
- Create multilingual (in French and two foreign languages) and multi-media communication materials, coordinate their production and improvement
- Coordinate a project group, identify skills within a multicultural team, adapt and mediate as necessary
- Manage international communication, marketing and event projects
- Identify the needs and expectations of international target/customers
- Implement a documentary strategy and manage information monitoring
- Facilitate exchanges, promote the international flow of information and coordinate relations with the press / media
- Use information and communication technologies and adapt to new tools

The programme might change every year according to the evolution of the markets and career opportunities.

Assessment methods

- Final examinations at the end of each period
 - *JURY DE VALIDATION SEMESTRIEL*
 - *JURY DE CERTIFICATION*
-

Internships

- Mandatory internship
- Internship abroad
 - **4th year:** Professional internship abroad (6 months)
 - **5th year:** End of studies professional mission in France or abroad (3 to 6 months)

INTERNATIONAL

Exchange programme and internships abroad

- 1st year: 3 to 6 months abroad (internship or exchange)
- 2nd year: 3 to 6 months abroad or in France

2 or 3 working languages

CAREER PROSPECTS

Career prospects

wide range of international careers after 5 years at ESTRI

- international communication / marketing manager
- International development manager
- International Mobility manager
- International events coordinator
- Internal communication manager (and intercultural mediation)
- International press / media relations manager

[LEARN MORE](#)

CAREER PROSPECTS

Career prospects

wide range of international careers after 5 years at ESTRI

- international communication / marketing manager
- International development manager
- International Mobility manager
- International events coordinator
- Internal communication manager (and intercultural mediation)
- International press / media relations manager

[LEARN MORE](#)

Our strengths

**2 or 3 working
languages**

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t pro**

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t pro**

Contact us

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Monday 08:00-12:15, 13:30-16:00

Tuesday 08:00-12:15, 13:30-16:00

Wednesday 08:00-12:15, 13:30-16:00

Thursday 08:30-12:15, 13:30-16:00

Friday 08:00-12:15

Carnot Campus

ESTRI

23, place Carnot

69002 Lyon - France