

# 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

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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).

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### 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
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## Partnerships

### Business partnerships

Partner companies offering internships

### PROGRAMME

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## Duration

2 years (including 12 months of internship in total)

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## 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](#)

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## 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](#)

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## 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.*

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## Assessment methods

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

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## 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

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### 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](#)

## ADMISSION

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### Publics

**Entry qualification:** Undergraduate degree

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### Admission conditions

#### PREREQUISITES

- Validated a level or completed relevant degree at the year of admission
  1. *Undergraduate degree in Applied Foreign Languages, , communication or any equivalent degree for admission to the first year (Advanced level is required in each language: minimum C1)*
  2. *Validated 1<sup>st</sup> year of Master in Applied Foreign Languages, , communication or any equivalent degree for admission to the 2<sup>nd</sup> year (Advanced level is required in each language: minimum C1)*

- Have a professional project
    1. *Professional project related to languages, international careers*
    2. *Identification of the ..... in the cover letter*
  
  - Speak three following languages:
    1. *French (mandatory)*
    2. *English (mandatory)*
    3. *German or Spanish or Italian (mandatory only for students graduated from B.A. in Applied Foreign Languages)*
  
  - Conclude the study contract: Document submitted at the beginning of the academic year indicating:
    1. *List of courses to validate*
    2. *Acceptance of internal and pedagogic rules and statement of work*
  
  - Covered by social security
  
  - Pay the tuition fees
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## **THE ADMISSION PROCEDURE**

### **Step 1: Application**

The applicant in 4th or 5th year sends before June 30th an online application consisting of the following documents:

- Application Form
- A-level results
- Superior's Bulletins
- Curriculum vitae in French
- Cover letter in French
- Any proof of language level (test, diploma, recommendation, certificate, etc.)

N.B.: The application is valid for one year.

## Step 2: Eligibility

The ESTRI eligibility panel examines the application on the basis of the results, the appreciations, the project indicated in the letter of motivation and the adequacy of the candidate's profile with the skills referred to in the ESTRI.

ESTRI informs the applicant of the result: eligible, redirected (to another year or another ESTRI programme) or refused. This result is communicated by email.

## Step 3: Admission

The eligible applicant is contacted by ESTRI for a possible interview (at the candidate's request for further information or at the ESTRI's request for any clarification on applicant's background).

The final admission of the applicant is made as soon as he confirms his wish to register at ESTRI.

## Step 4: Registration

ESTRI sends an invitation to the admitted applicant to proceed with his registration. The administrative and educational registration can be done online or by appointment with the secretariat: [estri@univ-catholyon.fr](mailto:estri@univ-catholyon.fr)

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## Registration

[Apply](#)

## COSTS AND STUDENT FINANCE

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### Cost of the programme:

€4,500 - €7,500 per year according to the family quotient + internship fees

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## Scholarships

Financial assistance is possible:

- By the CROUS: scholarship on social criteria. Information on [www.crous-lyon.fr](http://www.crous-lyon.fr)
- By the Catholic University of Lyon: with "Open" scholarships (1st registration at UCLy) or Excellence scholarships (after the 1st year of study at UCLy)

## Our strengths

**2 or 3 working  
languages**

**2 long term  
internships  
abroad**

**70% of  
professional  
trainers**



## Contact us

**0472325040**

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