



**"ELITE" PROFESSIONAL BACHELOR IN COMMUNICATION
INFORMATION SCIENCE AND TECHNIQUES**

Academic Supervisor: University of YAOUNDE 2 SOA



Technical Supervisor: Advanced School of Mass Communication (ASMAC)

Duration of training: 3 years

The "ELITE" Professional Bachelor's Degree in Information and Communication Sciences and Techniques is an innovative and exclusive training program placed under the academic supervision of the University of Yaoundé 2 SOA and the technical supervision of the prestigious **Higher School of Information and Communication Sciences and Techniques (ESSTIC)**. The main objective of this programme is to train the most competent managers in the fields of Communication and Information Technology.

Five (5) specialties offered:

1. Journalism
2. Documentary Information
3. Corporate Communication
4. Publishing
5. Publicity & Marketing

- **Master's studies:** possibility offered after the Bachelor's degree to join our Master's program in Information and Communication Sciences and Techniques offered in partnership with ESSTIC or our Master's program in Management Sciences offered in partnership with ESSEC.
- **Training abroad in Partner Universities :** International Telematic University UNINETTUNO (Rome, Italy), EKLORE Ed. (Pau, France).
- **Corporate partners:** Radio and television channels; Publishers of print and digital press; Printers; Communication Agencies; Advertising agencies; consulting firms; etc.
- **University residences :** Modern rooms equipped with water and electricity.

UNIVERSITY ORIENTATION SUPPORT: Monday to Friday between 08:00 and 17:00

Phone: 698 182 553 / 652 622 096 - **Email:** ysem.esstic@ysem.education

SPECIALTIES IN SCIENCES, INFORMATION TECHNIQUES AND COMMUNICATION

PUBLISHING

Interlocutor of the author, the editor is a professional in the edition of; (books, music, film, radio and television programs...). He supervises the release of an editorial product. He watches over the different stages of its conception and coordinates its realization. As an editorial manager, the publisher is constantly looking for new talents to highlight.

Related occupations: editor, editor in chief, project manager edition. Editing training can also give access to the exercise of duties such as: editing assistant, editing secretary, proofreader, editor, model maker, computer graphics designer within a company.

Potential recruiters: all public and private companies and parastatals with a communication service; media companies; local authorities etc..

CORPORATE COMMUNICATION

Corporate communication Information and communication are at the service of the company, for its visibility, its economic growth, its reputation, its positioning, increasing market share.

Related occupations: press officer, director of communication, director, lobbyist, in charge of internal communication, responsible for external communication, responsible for event communication, Community Manager...

Potential recruiters: private, public companies, parapublic, companies in the industrial and tertiary, associations (NGOs, political parties, unions, educational establishments ...

PUBLICITY AND MARKETING

Interface between a product, a brand or the company and the customer. Maintaining and retaining acquired customers, looking for new customers and retaining them, but above all influencing their purchasing behaviour. To make known and sell a product by adapting the messages to the target and developing appropriate promotion and sales strategies to increase the market share of the product or company, and thus its turnover

Related occupations: advertising manager, product/brand manager, branding research manager, branding manager, customer manager, database manager, media planner, merchandising manager

Potential recruiters: private, public companies.

DOCUMENTARY INFORMATION

It is the management of documentary information in all its various forms and supports. It's about capturing, structuring and describe the contents of the working documents in circulation in an organization; to classify them so facilitate access and define the legal conditions of use.

Related occupations: documentation inspector, chief documentation service, director of documentation centers, assistant librarian, record manager, information system consultant, document monitoring officer, etc.

Potential recruiters: public administrations and private establishments.

JOURNALISM

It is training in the collection, processing and dissemination of information through a media medium.

Related occupations: journalist, editor, chief editor, correspondent, columnist, reporter, freelancer ...

Potential recruiters: media companies (radio, television, print media), consulting agencies, information agencies, digital press, etc.

