

# 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

**MODERN LANGUAGES, LITERATURE AND COMMUNICATION**

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.

**2 or 3**  
working languages

**2**  
long term  
internships abroad

**70%**  
professional  
trainers

BAC+5 À L'ESTRI

## 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



- 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 accompagnys 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*
- 

## 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](#)

## Career prospects

**wide range of international careers after 5 years at ESTR**

- 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

**wide range of international careers after 5 years at ESTR**

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[LEARN MORE](#)

## Our strengths

**2 or 3 working  
languages**

**accompagnement  
t pro**

**accompagnement  
t pro**

## Contact us

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Monday to Friday, 9AM to 6 PM

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### **Carnot Campus**

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