



CAMPUS TECH



3-YEAR B.A. PROGRAMME "DIGITAL HUMANITIES MANAGER"

Bachelor Degree delivered and accredited by Campus Tech, and co-accredited by the ESAIP Engineering School and the University Paul Valéry of Montpellier, France.

3 PRINCIPLES

A strong programme mixing marketing, social sciences, coaching, culture, political science, communication and project management. Our international curriculum also comprises two foreign languages and at least one international experience abroad (exchange semester or internship).



The digitization of professional fields and various jobs: a steady culture of project management and strong ties with companies, associations and public partners.

A learning environment exclusively dedicated to the evolution of our students: flipped classroom, design thinking, serious games and blended learning are our trademark.

4 PROFESSIONAL FIELDS



Marketing, International Business, Digital Communication, Design, Events, Management.



Culture, Arts, Tourism, Heritage Sites, Tour Experience, Sponsorship, Curation, Travel.



Politics, Spin Doctoring, Press Relations, Public Action, Journalism, European Affairs.



Education, Teaching, Circular Economy, Sustainable Development, Animation.

Digital Humanities: a thriving sector

Digital humanities propose a powerful hybridization of social sciences and digital engineering, in order to foster a dynamic reflection about digital use and its implied transformations impacting economic, social and political activities as well as business development. Campus Tech is the only higher education institution in Europe to be exclusively dedicated to digital humanities.



TRAINING

2 compulsory internships (1-3 months each): the 1st one takes place between Year 1 and Year 2, the 2nd one between Year 2 and Year 3.

CLUSTER CAMPUS

1 compulsory professional object per year (3 for the whole B.A. programme), project incubators and missions to validate courses.

SX

Student eXperience : individual coaching and customized support in order to foster personal and professional evolutions and realizations.



CampusTech

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campustech

Campus Tech, site de l'ESAIP

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<http://www.campustech.fr> or 00 33 241 966 510

OUR 3-YEAR BACHELOR COURSE

YEAR 1: PREPARE YOUR FUTURE

Year 1

Copywriting, Rhetorics and Argumentation, English, Political Science, Economics, Sociology, Finances, Budget Administration, Graphic Design, Social and Cognitive Psychology, Arts and Society, Semiotics and Discourse, Statistics, Management, Audiovisual Design, Philosophy, Media and Journalism, Web Design, Digital Environment, Coding and Programmation, Stress Management, Free Classes, Professional Project, Internship Preparation.

YEAR 2: PERSONALIZE YOUR PROFILE CORE CURRICULUM + 3 MAJORS

Year 2

Copywriting, Argumentation and Debates, English, Project Management Design Thinking, Creative Project, Digital Strategy, StratGame (digitized serious game), Sponsored Strategic and Professional Project, Internship, Free Classes.

BUILDER: Fundraising, Administration, Creative Engineering, Market Study, Quality Control, Growth Management, Strategic Optimization.

NEGOTIATOR: Buying and Selling, Partnership Development, Lobbying, Negotiation, Business Intelligence, International Trade.

BOOSTER: Content Creation, E-Reputation, Community Management, Semiotics, Image Intelligence, Press Relations, Public Relations, Advertising.

YEAR 3: YOUR PROFESSIONAL EXPERTISE CORE CURRICULUM + 4 MAJORS

Year 3

English Communication, Discourse, Planning Management, Research Methodology and Research Dissertation, Digital Promotion and Transition, ExpertGame (Transition and Crisis Management), ExpertConsulting (Sponsored Collective Project), Internship, Professional Project, Free Classes.

BUSINESS & MANAGEMENT
Business Plan & Model, Marketing, Work Psychology, Employment Law, International Finance, Corporate Social Responsibility, Management.

ARTS, CULTURE & TOURISM
Art History, Cultural Policy, Regional Marketing, Art Market, Touring Experience Design, Cultural Management, Touristic Development.

POLITICAL SCIENCE
International Politics, European Institutions, Democratic Dialogue, Migration Crisis, Political Commitment, Ecological Crisis, Communities and Identities.

EDUCATION & SOCIETY
Learning Theory, Social Institutions, Handicap, Care et Recognition, Educational Institutions, Child Development, Life Ages.

JOIN US!

The following prerequisites are necessary: proof of high-school education or school-leaving qualification and corresponding grades, resume and cover letter. An interview will be conducted once your application is approved. Do not hesitate to visit our website <http://campustech.fr> (in French only for the moment) or to contact us directly.

Tuition Fees: 3900, 4900 or 5900 € depending on your status.

We give you all the information you need about student life and the learning environment we provide on our campuses in Angers and Paris!

OUR STUDENTS TALK ABOUT US

Martin, Campus Tech student :
"I got very curious about Campus Tech, because I didn't really know what to do and what to study. I am interested in many different things and still don't know which job to choose. I also want a different learning environment where my projects matter, and thanks to this B.A. programme, I know that I will be able to open many doors for my personal and professional future!"



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