



Annex to ministerial order n° 368 of 05 Aout 2026  
 Authorizing the National Higher School of Journalism and Information Sciences to provide second-cycle training leading to the master's degree  
 in Humanities – Media and Communication Sciences  
 Spécialization "institutional communication "

**Semestre 1**

| Teaching Unit                                    | VHS<br>15week     | WeeklyHours (V.H) |                |                |        | Coeff     | Credits   | AssessmentMethod |             |
|--------------------------------------------------|-------------------|-------------------|----------------|----------------|--------|-----------|-----------|------------------|-------------|
|                                                  |                   | C                 | TD             | TP             | Others |           |           | Continuous       | Examination |
| Fundamental Teaching Unit                        | 180h 00 mn        | 6h 00 mn          | 6h 00 mn       |                |        | 8         | 16        |                  |             |
| Communication Theories                           | 45h 00 mn         | 1h30 mn           | 1h30 mn        |                |        | 2         | 4         | x                | x           |
| Public Communication                             | 45h 00 mn         | 1h30 mn           | 1h30 mn        |                |        | 2         | 4         | x                | x           |
| Marketing                                        | 45h 00 mn         | 1h30 mn           | 1h30 mn        |                |        | 2         | 4         | x                | x           |
| Corporate Identity Management                    | 45h 00 mn         | 1h30 mn           | 1h30 mn        |                |        | 2         | 4         | x                | x           |
| Methodology Teaching Unit                        | 90h 00 mn         | 3h00 mn           | 3h00 mn        |                |        | 4         | 8         |                  |             |
| Scientific Research Methodology in Communication | 45h 00 mn         | 1h30 mn           | 1h30 mn        |                |        | 2         | 4         | x                | x           |
| Free and Open-Source Software                    | 45h 00 mn         | 1h30 mn           | 1h30 mn        |                |        | 2         | 4         | x                | x           |
| Exploratory Teaching Unit                        | 60h 00 mn         |                   |                | 4h00 mn        |        | 2         | 4         |                  |             |
| Data Journalism                                  | 30h 00 mn         |                   |                | 2h00 mn        |        | 1         | 2         | x                |             |
| Artificial Intelligence                          | 30h 00 mn         |                   |                | 2h00 mn        |        | 1         | 2         | x                |             |
| Transversal Teaching Unit                        | 60h 00 mn         |                   |                | 4h00 mn        |        | 2         | 2         |                  |             |
| French Language 1                                | 30h 00 mn         |                   |                | 2h00 mn        |        | 1         | 1         | x                |             |
| English Language 1                               | 30h 00 mn         |                   |                | 2h00 mn        |        | 1         | 1         | x                |             |
| <b>Total for Semester 1</b>                      | <b>390h 00 mn</b> | <b>9h00 mn</b>    | <b>9h00 mn</b> | <b>8h00 mn</b> |        | <b>16</b> | <b>30</b> |                  |             |



Annex to ministerial order n° 568 of 05 AUG 2026

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Semestre 2

| Teaching Unit                              | VHS       | Weekly Hours (V.H) |         |         |        | Coeff | Credits | Assessment Method |             |
|--------------------------------------------|-----------|--------------------|---------|---------|--------|-------|---------|-------------------|-------------|
|                                            | 15 week   | C                  | TD      | TP      | Others |       |         | Continuous        | Examination |
| Fundamental Teaching Unit                  | 180h00 mn | 6h00 mn            | 6h00 mn |         |        | 8     | 16      |                   |             |
| Semiotics                                  | 45h00 mn  | 1h30 mn            | 1h30 mn |         |        | 2     | 4       | x                 | x           |
| Communication Strategies                   | 45h00 mn  | 1h30 mn            | 1h30 mn |         |        | 2     | 4       | x                 | x           |
| Crisis Communication                       | 45h00 mn  | 1h30 mn            | 1h30 mn |         |        | 2     | 4       | x                 | x           |
| Media Law and Ethics                       | 45h00 mn  | 1h30 mn            | 1h30 mn |         |        | 2     | 4       | x                 | x           |
| Methodology Teaching Unit                  | 90h00 mn  | 3h00 mn            | 3h00 mn |         |        | 4     | 8       |                   |             |
| Quantitative and Qualitative Data Analysis | 45h00 mn  | 1h30 mn            | 1h30 mn |         |        | 2     | 4       | x                 | x           |
| Digital Transformation in Organizations    | 45h00 mn  | 1h30 mn            | 1h30 mn |         |        | 2     | 4       | x                 | x           |
| Exploratory Teaching Unit                  | 60h00 mn  |                    |         | 4h00 mn |        | 2     | 4       |                   |             |
| Information Monitoring                     | 30h00 mn  |                    |         | 2h00 mn |        | 1     | 2       | x                 |             |
| Entrepreneurship                           | 30h00 mn  |                    |         | 2h00 mn |        | 1     | 2       | x                 |             |
| Transversal Teaching Unit                  | 60h00 mn  |                    |         | 4h00 mn |        | 2     | 2       |                   |             |
| French Language 2                          | 30h00 mn  |                    |         | 2h00 mn |        | 1     | 1       | x                 |             |
| English Language 2                         | 30h00 mn  |                    |         | 2h00 mn |        | 1     | 1       | x                 |             |
| Total for Semester 2                       | 390h00 mn | 9h00 mn            | 9h00 mn | 8h00 mn |        | 16    | 30      |                   |             |



Annex to ministerial order n° 968 of 05 AOUT 2026  
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**Semestre 3**

| Teaching Unit                                                   | VHS<br>15week | Weekly Hours (V.H) |         |          |        | Coeff | Credits | Assessment Method |             |
|-----------------------------------------------------------------|---------------|--------------------|---------|----------|--------|-------|---------|-------------------|-------------|
|                                                                 |               | C                  | TD      | TP       | Others |       |         | Continuous        | Examination |
| <b>Fundamental Teaching Unit</b>                                | 180h00 mn     | 6h00 mn            | 6h00 mn |          |        | 8     | 16      |                   |             |
| Media Discourse Analysis                                        | 45h00 mn      | 1h30 mn            | 1h30 mn |          |        | 2     | 4       | x                 | x           |
| Digital Humanities                                              | 45h00 mn      | 1h30 mn            | 1h30 mn |          |        | 2     | 4       | x                 | x           |
| Audience Analysis                                               | 45h00 mn      | 1h30 mn            | 1h30 mn |          |        | 2     | 4       | x                 | x           |
| Advertising                                                     | 45h00 mn      | 1h30 mn            | 1h30 mn |          |        | 2     | 4       | x                 | x           |
| <b>Methodology Teaching Unit</b>                                | 90h00 mn      | 1h30 mn            | 1h30 mn |          |        | 4     | 8       |                   |             |
| Lean Startup                                                    | 45h00 mn      | 1h30 mn            | 1h30 mn | 3h00 mn  |        | 2     | 4       | x                 | x           |
| Administrative Multimedia Writing                               | 45h00 mn      |                    |         | 3h00 mn  |        | 2     | 4       | x                 |             |
| <b>Exploratory Teaching Unit</b>                                | 60h00 mn      |                    |         | 4h00 mn  |        | 2     | 4       |                   |             |
| Information Systems in Organizations                            | 30h00 mn      |                    |         | 2h00 mn  |        | 1     | 2       | x                 |             |
| Public Relations                                                | 30h00 mn      |                    |         | 2h00 mn  |        | 1     | 2       | x                 |             |
| <b>Transversal Teaching Unit</b>                                | 60h00 mn      |                    |         | 4h00 mn  |        | 2     | 2       |                   |             |
| French Language 3 : Organizational Culture in Institutions      | 30h00 mn      |                    |         | 2h00 mn  |        | 1     | 1       | x                 |             |
| English Language 3 : Data-Driven Communication in Organizations | 30h00 mn      |                    |         | 2h00 mn  |        | 1     | 1       | x                 |             |
| <b>Total for Semester 3</b>                                     | 390h 00 mn    | 7h30 mn            | 7h30m   | 11h00 mn |        | 16    | 30      |                   |             |



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#### Semestre 4

| Subjects                       | VHS               | Coefficients | Crédits   |
|--------------------------------|-------------------|--------------|-----------|
| End-of-Study Internship        | 130h 00 mn        | 05           | 10        |
| Research Forum                 | 45h 00 mn         | 02           | 04        |
| Completion of the Final Thesis | 225h 00 mn        | 09           | 16        |
| <b>Total<br/>Semestre 4</b>    | <b>400h 00 mn</b> | <b>16</b>    | <b>30</b> |