

# ADVERTISING

2009

A symbol of emptiness and waste to some, advertising is nevertheless a mirror of ourselves—though sometimes a distorted one. Its dynamism is linked to economic prosperity, which it stimulates and on which it depends. Revenues from advertising support Web sites, periodicals, television programming, and many other services. In the club of large international advertising agencies and media buyers, two French groups stand out: Havas (the world's seventh-largest agency, with 14,000 employees in 44 countries), and Publicis Groupe (the world's fourth-largest communications group and second in media consulting and buying, with 200 offices in 82 countries that employ 10,000 people).

Subcontracting supports the survival of small advertising agencies, creative studios, and freelance artists and writers. Despite the rise of so-called rich media (online animated advertising), concentration and globalization in the communication sector threaten to reduce the role of creative and local staff and to amplify the role of management.

Campaign planners, account managers, and creative staff—these are the chief advertising functions, and they are quite different specialties. Representatives of each are found in agencies, media buying firms, and the advertising and public relations departments of manufacturers, service providers, government agencies, and nongovernmental organizations.

In addition to many different specialized professional programs, both short and long, a more general curriculum is open to students. The choice will depend on the personality and portfolio of each applicant. Internships are an essential part of the training and a way of building the network of connections that graduates will need.

**Field:** Communication and journalism

Also see the following profiles: *Applied arts, Plastic arts, Communication and public relations, Design, Computer science, Journalism, Management, New technologies (1) and (2).*

**Professional opportunities:** art buyer, advertising agency, communications firm, corporate advertising department, advertising director, creative, art director, head of accounts, digital designer, manager, graphic artist, layout artist, marketing, media planner, media buyer, strategic planner, campaign strategist, writer, TV producer, Web designer or manager

## ORGANIZATION OF STUDIES IN FRANCE

### Undergraduate programs

- **DUT** (*diplôme universitaire de technologie*, a 2-year technical diploma offered in universities, often leading in one more year to a *licence professionnelle*) in information and communication, with a concentration in advertising.

<http://www.iut-fr.net/>

Applicants for BTS and DUT programs and for the first year of university study should complete the postsecondary admission form at <http://www.admission-postbac.fr/>, as well as the CampusFrance online application form (if the student lives in a country where the CampusFrance procedure is obligatory).

- **Universities:** *licences* (both regular and professional) in information and communication focus more on marketing and communication than on advertising per se. See the programs at Aix-Marseille 1, Corte, Evry, Lille 1 et 2, Nantes, Nice, Poitiers, Strasbourg 3, Toulouse 1 and 3, Saint-Etienne, and Tours.

### Master's-level programs

Individuals holding a licence in a related field are automatically eligible to enter the first year of a master's program, but they must earn the right to continue on for the second year.

- CELSA, a *grande école* of information and communication sciences affiliated with the University of Paris IV-Sorbonne <http://www.celsa.fr/>

A full line of programs in marketing, advertising, and communication at the licence and master's levels. Applicants may enter the third year of the program by passing a competitive examination. The professional master's program offers two tracks: marketing and strategic communications and marketing and brand strategy.

- The school of communication at Sciences Po Paris offers a master's degree.

[http://www.sciences-po.fr/formation/master\\_scpo/mentions/communication/index.htm#2](http://www.sciences-po.fr/formation/master_scpo/mentions/communication/index.htm#2)

- The institute of business administration at the University of Lille 1 offers a master's through its European institute of direct marketing, <http://www.iae.univ-lille1.fr/>

- France's schools of management (such as HEC and ESSEC) also offer paths into the advertising business with an emphasis on internships. For a list of schools : [www.cge.asso.fr](http://www.cge.asso.fr)

### Specialized schools and institutes

- Ecole Supérieure de Publicité (school of advertising), <http://www.espub.org/>

- INSEEC, <http://www.inseec-france.com/>

- ISCOM, Ecole Supérieure de Communication et de Publicité (school of communication and advertising), <http://www.iscom.fr/>

- Sup de Pub, <http://www.supdepub.com/>

Questions to ask before choosing a private school: How long has it been operating? Does it issue an official student ID card? Does the government recognize its degrees? Does it participate in student program of the national health insurance system? Does it belong to the CGE (Conférence des Grandes Ecoles)? Does it have an alumni network?

A degree in art opens the door to a career as an art director or assistant art director, graphic designer, layout artist, or specialist in signage or exhibit designer. For a list of 58 postsecondary schools of art, see [www.cnap.fr](http://www.cnap.fr)

### Vocational programs

-BTS (brevet de technicien supérieur, a 2-year technical certificate offered by secondary schools) in applied arts trains students to become graphic designers or Web site designers. The BTS in visual communication has 2 tracks (multimedia and design; and graphic design, publishing, and advertising)  
Consult the directory of BTS programs in communication and graphic arts at <http://www.sup.adc.education.fr/btslst>

### Postsecondary degree programs

The boundaries that formerly existed between fine art and commercial art have blurred. All of France's schools of fine arts, applied arts, film, and photography now offer programs in visual communication. Check out the CampusArt network at <http://www.campusart.org/fr/reseau/index.html>.

A postsecondary degree in art can be earned in 2 or 3 years at France's national and regional schools of fine arts, or at ESI (the Ecole Supérieure de l'Image) in Angoulême, <http://www.gipesi.net/>; EESATI (the École Européenne Supérieure des Arts et Techniques de l'Image) in Poitiers (same Internet address as for ESI); ENSA (the École Nationale Supérieure d'Art) in Nancy, <http://www.ensa-nancy.fr/>, and Dijon, <http://www.ensa-dijon.fr/>; and ESAC (École Supérieure des Arts et de la Communication) in Pau, <http://www.esac-pau.fr/>.

### Degrees:

- DNAT (Diplôme national d'arts et techniques), 3-year program with concentrations in graphic design, space design, and product design.
- DNAP (Diplôme national d'arts plastiques), 3-year program with concentrations in art, communication, and design.
- DNSEP (Diplôme national supérieur d'expression plastique), 5-year program with concentrations in art, communication, and design.

### Other schools of art

- Camondo, interior architecture, design, <http://www.ucad.fr/fr/07ecolecamondo/>
- École de l'Image (Gobelins), professional licence in consulting and project management related to communications and graphics, <http://www.gobelins.fr/>
- Écoles de Condé, <http://www.ecoles-conde.com/>
- ECV (École de Communication Visuelle), <http://www.ecv.fr/>
- ENSAD (École Nationale Supérieure des Arts Décoratifs), <http://www.ensad.fr/>
- ENSCI (École Nationale Supérieure de Création Industrielle), 1-year specialized master's programs in innovation through design, creation, and contemporary technology. CGE-accredited program admits art-school graduates who have completed 4 or 5 years of postsecondary study, <http://www.ensci.com/>
- ESAG Penninghen (École Supérieure d'Arts Graphiques et d'Architecture Intérieure), <http://www.penninghen.com>
- Estienne (graphic arts and industries), <http://www.ecole-estienne.fr/>
- IAV Orléans (Institut d'Arts Visuels), approved by the Ministry of Culture. Two tracks lead to the DNAT degree: design and communication; and space and product design. 3- and 5-year programs, <http://www.iav-orleans.com/>
- IIM (Institut National du Multimédia), program for project leaders, <http://www.iim.fr>
- Maryse Eloy, <http://www.ecole-maryse-eloy.com>
- Olivier de Serres: visual communication, multimedia options, <http://www.ensaama.net/>

## ► Useful Web sites

- CNAP (Centre National des Arts Plastiques): among its extensive information offerings, a complete list of art schools in France <http://www.cnap.culture.gouv.fr/index.php?page=infos&idCategPro=24&categorie=enseignement-et-etudes-d-art>
- Ministry of Culture and Communication, <http://www.culture.gouv.fr/>
- The ministry's office of plastic arts, <http://www.culture.gouv.fr/culture/dap/dap/html/ecole.htm>
- Decorative arts (Musée de la Publicité, museum of advertising), <http://www.lesartsdecoratifs.fr/>
- AACC, the association of communications consultants, <http://www.aacc.fr>
- IREP, the institute of advertising research, <http://www.irep.asso.fr/>
- Office of professional regulation for the advertising field, <http://www.arpp-pub.org/>
- UDA, the union of advertisers, <http://www.uda.fr/>
- Communication and media portal, <http://www.cbnews.fr/>
- Journal du Net, <http://www.journaldunet.com/ebusiness/publicite/>
- Havas, <http://www.havas.fr/havas-dyn/fr/>
- Publicis, <http://www.publicisgroupe.com/site/>

## ► Keywords for more effective Internet searches

advertising – agency – animation – art – art director – applied arts – audiovisual – animation – Beaux-Arts – communication – computer science – creative – culture – current affairs – decoration – design – digitization – economics – firms – graphic design – illustration – industry – interactive – interior architecture – journalism – management – marketing – media – media planning – multimedia – plastic arts – press – project manager – public relations – publicity – publishing – strategy – visual communication – Web design