

University Bachelor of Technology (B.U.T.)

Multimedia and Internet Professions (MMI)

The **Bachelor of Technology in Multimedia and Internet Professions (MMI)** trains technicians in the areas of communication, design, web development, audio-visual and digital project management over 3 years. Multimedia and internet professions are omnipresent: from website design and production (companies, administration, etc.), to community management (the management of pages on social networks), up to and including content production. The MMI course strives to integrate the innovative dimension of this sector by drawing on the skills and knowledge of today's trades.

Students will learn to shape and implement an efficient and global communication strategy while creating the required – graphic, audio and video – media. They will learn how to use computer graphics tools for web and/or print integration and understand how to program a website or an interactive device. These different types of learning are carried out via lectures, supervised work, practical work, internships and/or – supervised or in-autonomy – Situation-based Project and Assessment (SAE).

Study tracks

- The **Digital Communication Strategy and Experience Design study track** focuses on the design of communication media and the consideration of the aspects of human interactions.

Career prospects :

The degree mainly prepares students for the jobs of digital communication managers, UX designers, web editors, community managers, SEO specialists on the Internet... The main opportunities are in communication agencies, web agencies, or in the communication departments of companies.

- The **Digital Creation study track** aims to teach how to express a message on different media by using graphic design and multimedia writing.

Career prospects :

The course is aimed at developing the skills for the professions of designers, computer graphic designers, game designers or audio-visual technicians. The main outlets are in communication agencies, web agencies, advertising agencies, or in the communication departments of large companies.

- The **Web Development and Interactive Device study track** trains the student in website development and the integration of multimedia or mobile applications.

Career prospects :

This programme notably prepares students for the professions of web developer, back-, front-, or full-stack developer or the developer of virtual reality devices. The outlets are in communication agencies, web agencies, in start-ups or IT service companies or in communication departments of large companies or organizations.

Skills

This training course aims to develop five core skills:

- **Understanding** communication situations, their ecosystem and user needs;
- **Conceiving or co-designing** a relevant strategic response to a complex issue;
- **Expressing** a message with digital media to inform and communicate;
- **Developing** for web and digital media;
- **Entrepreneurship** in the digital sector.

Entry requirements

This programme is particularly intended for high school graduates from **general or technological backgrounds** and equivalent degrees. It is also suitable for higher education students wishing to change study path.

The B.U.T. can also be prepared within the Lifelong education scheme or on a vocational basis (apprenticeship training or work-based learning). The diploma can also be delivered on Accreditation of Prior Experiential Learning (APEL).

B.U.T. Multimedia and Internet Professions in France

