

International Communication Challenge with Decathlon

BIP Coordinator : ISCOM - INSTITUT SUPERIEUR DE COMMUNICATION ET PUBLICITE

Receiving HEI : ISCOM Lille

BIP ID : 2025-1-FR01-KA131-HED-000310095-2

Dates : 01-06-2026 – 05-06-2026

Virtual Component (via Teams) : TBD

Language of instruction : English

ECTS credits : 3

NB of students per partner HEI : 5 to 7

Objectives and Description

- Programme Objectives

This Blended Intensive Programme (BIP) aims to provide bachelor-level communication students with an immersive, international, and practice-oriented learning experience centered on a real-life communication brief from Decathlon, a globally recognized brand headquartered in Lille.

The programme is designed to strengthen students' strategic thinking, creativity, and intercultural collaboration skills by placing them in a professional context that mirrors the realities of international communication, advertising, and marketing. Through teamwork, coaching, and direct interaction with professionals, participants will apply theoretical knowledge to a concrete, large-scale communication challenge.

A key objective of the programme is to encourage students to work with peers from different educational, cultural, and national backgrounds, fostering openness, adaptability, and collaborative problem-solving. By confronting diverse perspectives and working methods, students will develop a deeper understanding of intercultural communication and international teamwork.

- Programme Description

The BIP will take place in Lille, a major European student city and strategic hub at the crossroads of Paris, London, Brussels, and Amsterdam. The programme will bring together approximately 160 to 175 students, including:

- 110 bachelor students from ISCOM Lille
- 40 bachelor students from ISCOM Rouen
- 10 to 25 students from European partner universities



Participants will work in mixed international teams of 5 to 6 students throughout an intensive five-day physical mobility.

At the core of the programme is an international communication brief provided by Decathlon. Students will be tasked with analyzing the client's needs, defining strategic objectives, and developing a comprehensive communication recommendation adapted to an international context. Particular emphasis will be placed on creativity, strategic coherence, intercultural relevance, and budgetary constraints.

The programme will begin with a client briefing at Decathlon's headquarters, including a company visit and a sports-based team-building activity designed to stimulate interaction, cohesion, and group dynamics. Throughout the week, students will benefit from professional inputs, coaching sessions, and mini-conferences led by communication experts from Decathlon.

The programme will conclude with a final selection of the strongest projects, which will be presented to the client on the final day.

In parallel, ISCOM Lille's vibrant student life - supported by nearly 30 student associations - will contribute to the experiential dimension of the programme through social events, cultural activities, and visits of the city, reinforcing informal learning and intercultural exchange.

Methods and outcomes

- Teaching and Learning Methods

The programme is based on active, project-based, and experiential learning methodologies, combining academic rigor with professional practice.

Key pedagogical approaches include:

- **Project-based learning:** students work in mixed international teams on a real communication brief provided by an international brand.
- **Learning by doing:** analysis, strategy development, creative ideation, and recommendation building are conducted in a professional context.
- **Intercultural collaboration:** teams are intentionally composed of students from different institutions and countries.
- **Professional mentoring:** each team is assigned a professional coach who supports the group throughout the week.
- **Design thinking and strategic planning tools:** students apply communication frameworks, audience analysis, creative methodologies, and budget planning.

The physical mobility week will include:

- Client briefing and company immersion at Decathlon's headquarters
- Team-building activities to strengthen group cohesion
- Strategic and creative workshops
- Professional talks and mini-conferences by Decathlon communication experts
- Coaching sessions with industry professionals
- Independent teamwork and guided project development
- Final presentations and jury feedback

- **Expected Results and Learning Outcomes**

At the end of the programme, students will have:

- Developed a full international communication recommendation, including:
 - Strategic analysis
 - Communication objectives and target audiences
 - Creative concept and key messages
 - Communication plan and media strategy
 - Budget allocation and justification
- Strengthened hard skills in:
 - Communication strategy
 - Advertising and marketing planning
 - Brand analysis in an international context
- Strengthened soft skills such as:
 - Intercultural communication
 - Teamwork and leadership
 - Project management
 - Oral presentation and professional pitching in English
- Gained first-hand experience working with a major international brand
- Enhanced their employability through exposure to real professional standards and expectations
- Benefited from a strong European mobility experience combining academic, professional, and cultural dimensions

Virtual Component Description

- **Objectives**

The virtual component is designed as a preparatory phase for the physical mobility. Its objectives are to:

- Introduce students to the overall framework, objectives, and expectations of the BIP
- Present the communication challenge and its international context



- Initiate intercultural exchanges among participants
- Prepare students methodologically and academically for the on-site intensive week

- **Format and Duration**

- One synchronous online session (1 to 2 hours)
- Delivered via a digital platform : Microsoft Teams
- Led by School members from ISCOM Lille and ISCOM Rouen, with potential professional input

- **Content**

The virtual session will include:

- Presentation of the programme structure, timeline, and learning outcomes
- Introduction to Decathlon as an international brand and to the general communication challenge
- Overview of key concepts related to international communication and intercultural teamwork
- Formation or pre-briefing of mixed project teams
- Icebreaker activities to encourage interaction and cultural awareness
- Practical and logistical information related to the physical mobility

- **Expected Outcomes**

By the end of the virtual phase, participants will:

- Share a common understanding of the academic and professional objectives of the BIP
- Be familiar with the programme structure and expectations
- Have initiated contact with their international peers
- Feel prepared and confident to engage fully in the intensive on-site collaboration