

## Summer Session 1: PARIS

Students must choose one of the following tracks (each is worth 7.5 credits):

Track 1) French Language & Culture

Track 2) French Luxury

Track 3) Marketing

*\*Please note all tracks are subject to enrollment minimums and maximums.*

### FRENCH LANGUAGE AND CULTURE TRACK

#### **FREN T180 INTENSIVE FRENCH – 5 credits**

Prior to arrival in Paris, students must complete the ESCE online placement test.

**BEGINNER LEVEL:** This course is open to students with little or no previous knowledge of the French language. The goal of this program is for students entering at this level to properly develop their everyday language skills whilst discovering more about French culture. At the end of the course, participants are expected to be able to present themselves and others, describe events that have taken place and also be comfortable in everyday situations such as going to restaurants, shopping, using public transport, etc.

**INTERMEDIATE LEVEL:** These courses are intended for students who have already obtained a good basic knowledge of the French language, and who wish to improve their in-depth writing and oral communication skills. The aim of these courses is for students to expand on the basic skills they possess to the point where they are confident in a whole host of situations. This will include being able to confidently communicate in a professional environment. At the end of the course, participants are expected to be able to comfortably debate a variety of topics, express their views on different situations, and understand the main ideas presented in newspapers or on the television news.

#### **IAS 360 SECRETS OF BEING FRENCH – 2.5 credits**

The general goal is to develop an intermediate-level proficiency in understanding French civilization, culture and society. Gaining skills to understand contemporary France is vital to your career opportunities, for you to be more adapted and effective in a French team or company. This course is an interactive course designed to help you learn the fundamentals of French culture. This course will provide you with some basic and practical tools to take advantage of your stay in Paris and handle the various everyday situations you will get to experience with more hindsight and distance, from a cultural point of view.

### FRENCH LUXURY TRACK (Taught in English)

#### **HRM T480 THE FRENCH WINE BUSINESS – 2.5 credits**

Taught by industry professionals, this course provides an in-depth introduction to the French wine industry and an overview of strategic issues surrounding French wine today. As part of the course, you will learn about the regional factors influencing how wine is made, and through tastings you will learn to better appreciate the results. Through case studies looking at the economics and marketing of wine, you will also learn how France's wine industry has evolved and how it is reacting to the emergence of global competitors in an expanding marketplace. These two sides of the same fascinating subject will enhance your understanding of both local French traditions and also the impact of globalization on the food and drink industry.

#### **DSMR T480 FASHION & LUXURY GOODS MARKETING – 2.5 credits**

This course looks at the Fashion & Luxury Goods market with a particular emphasis on iconic French brands such as Chanel, Dior and Yves Saint Laurent. Beginning with key concepts and a look at the historical background of the industry, students will study different sectors including Grand Couturier, Jewelry and Perfume. The course will use case studies to understand the marketing strategies used to target the unique customer profile found within the luxury goods industry. Areas of study will include brand management, product portfolio and pricing, marketing and communications and advertising analyses.

#### **DSMR T280 FRENCH LUXURY – 2.5 credits (pending course description)**

The course aims to enrich students' general knowledge of the fields of art, fashion and luxury over the past century. Additionally we will work on key concepts in fashion advertising, by acquiring a base in the history of luxury (fashion, jewels, accessories) and in the evolution of techniques in luxury marketing throughout the twentieth century. Upon completion of this course, students will be able to anticipate trends. Furthermore, this course will allow students the opportunity to develop their creativity in the field of communication.

## MARKETING CERTIFICATE (Taught in English)

### **MKTG T280 Sensory Marketing – 2.5 credits**

This course gives an overview of the strategies marketers may pursue in different industries to address their consumers' five senses (tactile, auditory, visual, olfactory, and gustatory) in reference to both their service environments and brands

### **MKTG T280 Digital Marketing – 2.5 credits**

This course will provide an overview of E-Marketing and implement a strategic plan. Analyzing current Internet, mobile, and multi-media campaigns, students will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

### **MKTG T280 Global Marketing – 2.5 credits**

This course will provide an overview of international marketing and global marketing strategies. Students will evaluate the environmental studies and challenges by evaluating the barriers to entry both on cultural and policy levels. Individual class projects will emphasize current trends and propose an original outlook into business possibilities of international marketing strategies of global corporations.

## Summer Session 2: LONDON

**Students choose 2 of the following courses for a total of 9 credits in London:**

### **CULA T480 FOODS, SOCIETY, & CULTURE IN BRITAIN – 4.5 credits**

This course is focused on the complex relationships between food and cuisine and society and culture and how they shape and influence each other. Drawing from the disciplines of food studies, intercultural communication, anthropology and sociology, students will have the opportunity to engage with *food as culture* – in theory and in practice. Through this course, students will examine major contemporary issues around food, the history and forms of cuisine in the UK, and food as an important cultural phenomenon in all societies. Britain will be the main example, with London as a particular lens. This is essentially a classroom-based course, but it has a high level of engagement with London. Visits and tastings will be arranged as appropriate to enhance understanding of flavors and the composition of British culinary tradition. In addition, students will be expected to participate in critical analysis about food in the UK (and their home country and the world); food is controversial and stirs individual and national passions alike. What sort of a culinary professional do you intend to be and what choices will you make?

### **MKTG 344 PROFESSIONAL PERSONAL SELLING – 4.5 credits**

Prepares students for business-to-business personal selling careers. Uses role-playing and experiential exercises to teach the latest strategies and tactics in prospecting and qualifying, planning sales calls, approaching prospects, making sales presentations, negotiating resistance, confirming and closing "win-win" agreements, and servicing customers to ensure satisfaction.

### **ARTH 300 History of Modern Design – 4.5 credits**

This course examines the products of applied design during the past 150 years, including examples of furnishings, industrial design, fashion, and graphic design, in relation to demand, technology and production, standards, fine art, social reform, and the dynamics of consumption.

### **VSCM 350 Graphic Design 20<sup>th</sup> Century (with permission of instructor) – 4.5 credits**

Concentrates on impact and significance of the graphic design profession in society through the history and movements of the profession and the work of 20th-century masters of visual communication. Students will analyze conceptual and contextual relationships and develop greater awareness of stylistic content and its relevance to the culture. This is a writing intensive course.