

## 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

### FRENCH LANGUAGE AND CULTURE TRACK

#### **LANG 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 technics 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 Integrated Marketing Communications (IMC) and Corporate Identity – 2.5 credits**

The course seeks to familiarize students with advanced integrated marketing communication (IMC) strategies. The objective consists in conveying an insight into the construct of a distinct corporate identity through an extended set of innovative communication techniques, including ambient marketing, point of sale design, architecture, sponsorship events, advertising, guerilla marketing.

In conjunction with the wider concept of IMC, students acquire knowledge about issues such as corporate identity, heritage branding, reputation management, image building, and semiotics. Students also gain more specific understanding of the managerial implications and learn how to plan an IMC campaign, including identifying publics, planning the budget, determining campaign objectives, strategies and tactics, performing campaign evaluations. Strategic planning issues are presented in various sectors (luxury, energy, finance), together with analytical tools (situational analyses, market analyses, target analyses, etc.).

### **MKTG T280 Future Prospects of Marketing – 2.5 credits**

This course is intended to teach students about the discipline of marketing's future opportunities and threats. This includes learning about recent trends in data analysis and product promotion that have been made possible by technological advances and which have the potential to disrupt and or replace traditional marketing practices. By the end of the course students will have mastered the concepts of behavioral targeting, how price, product, promotion and place may be affected by current marketing trends and what future threats and opportunities exist in the context of Marco-environmental constraints.

### **MKTG T280 B2B Marketing – 2.5 credits**

This class will go over the nature and scope of industrial or business-to-business (B2B) markets:

- How B2B marketing differs from marketing to consumers (B2C);
- Description and explanation of the 4 Ps: Price, Product, Promotion and Place
- Traditional methods will be covered, such as sales representatives, bricks & mortar, etc.
- Modern B2B methods and channels will also be covered such as social media, online marketing, etc.
- This course will be from the perspective of an international / multinational company, so it will cover some international aspects.

## 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) – offered for 2016 only**

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.

*\*Non-Graphic Design students must meet with the instructor (David Raizman – 215-895-1622; raizmand@drexel.edu) for approval to register.*