

Summer Session 1: PARIS

Students choose one of the following tracks – all tracks are worth 7.5 credits

- Track 1) French Language and Culture
- Track 2) French Business Savoir-Faire
- Track 3) Luxury Goods

FRENCH LANGUAGE AND CULTURE TRACK

LANG 180 INTENSIVE FRENCH – 5 credits

Prior to arrival in Paris, students will be provided with an ESCE placement test online.

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 FRENCH CULTURE & IDENTITY – 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. Topics include French stereotypes, French gastronomy, France and fashion, French politics, France and business relationships, and more!

FRENCH BUSINESS SAVOIR-FAIRE TRACK (Taught in English)

HRM 465 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 465 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.

****HRM 465 INTERNATIONAL TOURISM & DESTINATION MANAGEMENT – 2.5 credits**

The objectives of this course include: knowledge about the evolution of the Travel and Tourism industry and the current trends of the tourist's consumer behavior; understand how a country can create a competitive advantage through destination marketing and management; apply their skills and knowledge in getting the travel and tourism product to the customer; understand their own values and attitudes in relation to the T&T industry issues.

****LANG 180 SURVIVAL FRENCH – 2.5 credits – students may substitute this course for Int'l Tourism Dest. Mgmt.**

The course provides the students who are at either the beginner or false-beginner level a direct knowledge of communicating under a real-life situation in order for them to manage their daily life during their stay in Paris. This course emphasizes on oral practice while grammar and writing are discussed briefly. Understand familiar words and basic phrases. Communicate easily in everyday situations. Ask and respond to simple questions about familiar topics.

Students must have already completed an introductory class in marketing and/or management to select this track. The track is divided into three subject areas and complimented by company visits.

DSMR 465 LUXURY BRAND MANAGEMENT– 2.5 credits

The aim of this course is to present luxury specific management and the different strategies developed by brands into a multi dimensions market. Luxury management achieves a unique profitability driven management that goes beyond traditional management in order to focus on added value and image to create a unique competitive advantage.

TOPICS COVERED:

- Overview of the Luxury markets
- The main luxury actors
- The management of brand image
- The luxury distribution
- The luxury pricing: increase price to increase sales!
- The multicultural management
- The financial value of a luxury brand
- The Licensing and franchising models
- Managing luxury communication
- Luxury e-commerce

DSMR 465 LUXURY MARKETING STRATEGY– 2.5 credits

Students will understand through unique case studies the anti-marketing laws of luxury and the specific strategies developed by brands to take a world leadership.

TOPICS COVERED

- Back to luxury fundamentals
- The anti-laws of luxury marketing
- Building the dream
- Customer attitude vis-à-vis luxury
- Managing luxury brand equity
- Luxury brand identity
- Luxury brand positioning
- The brand stretching
- The luxury segmentation
- Luxury marketing applied by others such as Apple, Mini, Nespresso

DSMR 465 LUXURY ART & CULTURE– 2.5 credits

This course enable students to understand the complex relations between Art and Luxury, the necessary artistic and aesthetic dimension of the luxury products from haute couture to watches, from wines to gastronomy.

TOPICS COVERED

- The codes and values of luxury brands
- The brand artistic identity
- Luxury and cultural mediation
- Luxury and history
- Luxury and Time
- The concept of exclusivity / uniqueness
- Luxury and charity
- Protecting brands / counterfeiting
- Luxury and architecture
- Luxury and modernity
- Beyond the products luxury services and privileges
- Luxury and ethics
- Luxury brands and social media
- Luxury and sustainable development

Summer Session 2: LONDON

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

CULA 465 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 465 History and Practice of Typography 4.5 credits – SPECIAL FOR 2014

This course will familiarize students in the history of printing combined with a component that will allow students hands-on experience with letterpress printing and typography. This course will consist of a combination of presentations on the history of letterpress printing, the art of type design and production, field trips to visit examples of early printed books in collections and libraries, and instruction in typesetting, book design, and printing using the letterpress. The hands-on portion of the course will include assignments relating to letterpress skills and design, with instruction provided by the staff of the St. Bride Institute and Library in London. The course will not only familiarize students with the terminology, technology, history, and cultural significance of printing beginning in the mid-15th century, but also give them the opportunity to select and set type and gain a deeper understanding of the subject.

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