

## Summer Session 1: PARIS

Students must choose one of the following tracks\* (each track 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.

#### **GST T380 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**

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 TRACK (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.