

Summer Session 1: PARIS

Students must choose one of the following tracks* (each track is worth 6 credits):

Track 1) Bring Out Your Inner French (French Language & Culture)

Track 2) French Luxury Marketing and Management

Track 3) Marketing for the 21st Century

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

BRING OUT YOUR INNER FRENCH

FREN T180 INTENSIVE FRENCH – 4 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 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 MARKETING & MANAGEMENT TRACK (Taught in English)

HRM T280 EXPLORING FRENCH WINES– 2 credits

Introduction to the French wine industry in relation to other major producers and global competitors in an expanding marketplace:

- Get an overview of strategic issues surrounding French wine today
- Learn about the various climatic and economic factors influencing how wine is made

HRM T280 HOW TO BECOME A FRENCH GOURMET– 2 credits

This course presents the multiple facets of French gastronomy via the following recipe. Mix 1/3 culinary culture (history, chefs, iconic dishes) with 1/3 knowledge of products from the French « terroir » and add a final third of knowledge of technique and « savoir faire » with highlights being a different tasting in each class and one or two culinary workshops.

DSMR T280 FRENCH LUXURY – 2 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 FOR THE 21ST CENTURY TRACK (Taught in English)

MKTG T280 Sensory Marketing – 2 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 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 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.