



LUXE À LA FRANÇAISE FRENCH LUXURY

Summer Business Certificate

Certificate awarded by: Groupe ESCE International Business School

Arrival date: July 1st, 2016 **Welcome event:** July 4th, 2016 (morning) **Classes start:** July 4th, 2016 (afternoon)

Classes end: July 29th, 2016 **Certificate Ceremony:** July 29th, 2016

Total ECTS: 9 **Total contact hours:** 72

Program requirement: a minimum 18 years of age

Program location: ESCE Paris - Campus Eiffel I, 10 Rue Sextius Michel, 75015 Paris

Language of instruction: English

CONTACT summer@pariseiffel.fr

PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation/Welcome Event
- Weekly cultural visits/activities
- Computer accounts at the school (WIFI access)
- Access to the school's MediaCenter
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

VISITS:

1 cultural visit/activity per week (visits of famous Parisian monuments and quarters).

Activities will be organized with the aim of highlighting different aspects of French culture and traditions while enjoying the time in Paris.

PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Fashion and Luxury Goods Marketing	3	24	undergraduate
French Wine Business	3	24	undergraduate
French Luxury	3	24	undergraduate

PROGRAM COURSE DESCRIPTIONS

COURSE 1

Course Title	<i>Fashion and Luxury Goods Marketing</i>
Course objectives	<ul style="list-style-type: none">• To get an overall view of the Fashion and Luxury Goods Market putting emphasis on iconic French brands (ie: Chanel, Dior, YSL, etc.)• To understand the key concepts and historical backgrounds of the industry• To understand marketing strategies used to target the unique customer profile• Introduction to Luxury Marketing: Framework and key concepts.• The history and codes of luxury• Understanding the consumer luxury market• Brand strategies, product portfolio and product line extensions in the luxury market• Integrated advertising and marketing communications for premium brand in the perfume market
Pre-requisites	A basic knowledge of marketing or business

COURSE CONTENT:

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, Jewellery 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.

COURSE 2

Course Title	<i>French Wine Business</i>
Course objectives	<ul style="list-style-type: none">• To get a deep introduction to the French wine industry and an overview of strategic issues surrounding French wine today.• To learn about the regional factors influencing how wine is made• Through case studies, learn about the economics and marketing of wine• To learn how France's wine industry has evolved and how it is reacting to the emergence of global competitors in an expanding marketplace
Pre-requisites	A basic knowledge of business

COURSE CONTENT:

- Introduction to the production of French wines
- The art of tasting wine
- Understanding a French wine label
- Wine production in the France and the world
- The keys to understanding the classification of French wines
- Sustainable production – the future of the wine industry
- Sparkling wines around the world
- Wine marketing

COURSE 3

Course Title	<i>French Luxury</i>
Course objectives	To be confirmed