

SUMMER CERTIFICATE PROGRAM

LUXE À LA FRANÇAISE : FRENCH LUXURY

Summer Business Certificate

Certificate awarded by: Groupe ESCE International Business School

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

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: French/English

CONTACT: summer@pariseiffel.fr

PROGRAM FEE: 1,900€

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.

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PROGRAM COURSE LIST

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

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PROGRAM COURSE DESCRIPTIONS

COURSE 1 - FASHION AND LUXURY GOODS MARKETING

<input checked="" type="checkbox"/> Face-à-face	<input type="checkbox"/> On line	<input type="checkbox"/> Coaching, tutorat
Présentation générale du cours General course description	Make the students understand about the main differences between fashion, luxury and mass market, with a focus on communication	
Langues d'enseignement Languages of instruction	Ce cours est presté en : <input type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais <input type="checkbox"/> Groupes en Français et Groupes en Anglais <input type="checkbox"/> Autres langues, précisez :	
Pré-requis Prerequisites	Interest for fashion and/or luxury Basic knowledge of marketing	
Modalités d'évaluation Assessment methods	PARTIEL (organisé par la scolarité, dans la semaine bloquée d'examens) : 40%	
	Evaluation collective : 0% Group assessment	Evaluation individuelle : 40% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input checked="" type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :
	CONTROLE CONTINU (organisé par le professeur) : 60%	
	Evaluation collective : 20% Group assessment	Evaluation individuelle : 40% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input checked="" type="checkbox"/> Autres, précisez : Participation

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<p>Bibliographies References</p>	<p>The Luxury Strategy: Breaking The Rules Of Marketing To Build Luxury Brands Jean-Noel Kapferer and Vincent Bastien, Kogan Page (2012)</p> <p>Luxury Retail Management: How the World's Top Brands Provide Quality Product & Service Support) Michel Chevalier & Michel Gutsatz, Wiley (2012)</p> <p>Managing fashion and luxury companies Erica Corbellini & Stefania Saviolo, Rizzoli Etas (2009)</p> <p>What is a luxury brand? A new definition and review of the literature Ko, E., Costello, J., Taylor, C., Journal of Business Research (2017)</p> <p>Luxury: Concepts, Facts, Markets and Strategies Som, Ashok, and Christian Blanckaert, Wiley (2015)</p>
<p>Disponibilité numérique du cours Course digital access</p>	<p>Est-ce que le syllabus du cours est disponible sur Moodle ? <input checked="" type="checkbox"/> Oui <input type="checkbox"/> Non Les étudiants trouvent aussi sur Moodle [cocher autant de cases que nécessaire) : <input checked="" type="checkbox"/> Des PowerPoint du cours <input type="checkbox"/> Des exercices d'approfondissement <input type="checkbox"/> Des travaux pratiques <input type="checkbox"/> Des vidéos, des tutos <input type="checkbox"/> Des articles, des cas <input type="checkbox"/> Autres supports, précisez :</p>

PROFESSIONAL SKILLS			SOFT SKILLS		
MPS1	Identify managerial issues taking into account the implications of the international context	III	MSS1	Demonstrate managerial skills	III
MPS2	Master methodological resources and an analytical skill set	II	MSS2	Act independently in a complex and changing environment	I
MPS3	Formulate diagnostic analyses of identified issues as they pertain to regional contexts	II	MSS3	Navigate within a multicultural/ intercultural context	I
MPS4	Generate a detailed innovative plan of action to address identified issues	III	MSS4	Execute tasks efficiently at a high level of performance	II
MPS5	Implement the action plan	III	MSS5	Understand, apply and transmit information	III
MPS6	Identify appropriate assessment measures based on a series of key performance indicators to ensure plan effectiveness	II	MSS6	Mobilise existing as well as acquire new knowledge	III
MPS7	Prepare and present concise and precise reports that identify areas for improvement	II	MSS7	Demonstrate leadership incorporating ethical behavior and responsible social and environmental attitudes and actions	I

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Plan détaillé (Detailed plan)

- Ice-breaking, introduction and definitions: luxury, fashion, brand, identity and image
- Overview of the luxury industry. Business case: from shoes to make-up
- Luxury or luxuries? The clients of luxury, luxury theories, distribution channels, HNWI
- Business case: Chaumet's revival
- Brands and celebrities
- PR&Events
- Business case: The Blonde Salad
- Luxury and digital marketing

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PROGRAM COURSE DESCRIPTIONS

COURSE 2 - LUXE À LA FRANÇAISE: FRENCH LUXURY

<input checked="" type="checkbox"/> Face-à-face	<input type="checkbox"/> On line	<input type="checkbox"/> Coaching, tutorat
Présentation générale du cours General 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.	
Langues d'enseignement Languages of instruction	Ce cours est presté en : <input type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais <input type="checkbox"/> Groupes en Français et Groupes en Anglais <input type="checkbox"/> Autres langues, précisez :	
Pré-requis Prerequisites	Curious about art and fashion, the student must be motivated. He could have few knowledges about marketing and global economy	
Modalités d'évaluation Assessment methods	PARTIEL (organisé par la scolarité, dans la semaine bloquée d'examens) : 60%	
	Evaluation collective : 0% Group assessment	Evaluation individuelle : 100% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input checked="" type="checkbox"/> Autres, précisez : questions de réflexion et questions de cours
	CONTROLE CONTINU (organisé par le professeur) : 40%	
	Evaluation collective : 0% Group assessment	Evaluation individuelle : 100% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input checked="" type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input checked="" type="checkbox"/> Autres, précisez : short quizzes

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Bibliographies References

HISTORICAL CONTEXT:

APRAXINE Pierre - La Divine Comtesse: Photographs of the Countess de Castiglione -2000, 193p – Read from p89 to p155

Google books link: https://books.google.fr/books?id=iF-CPhyL9PJoc&pg=PA79&dq=casati+castiglione&hl=fr&sa=X&redir_esc=y#v=onepage&q=casati%20castiglione&f=false

FASHION CULTURE:

Tungate Mark - Fashion Brands: Branding Style from Armani to Zara 2nd edition -2008, 263p – Read from p9 to p17

Google book link: https://books.google.fr/books?id=1C73D94TwNYC&printsec=frontcover&dq=fashion&hl=fr&sa=X&redir_esc=y#v=onepage&q=fashion&f=false

STEELE Valerie – Fifty Years of Fashion: New Look to Now – 1997 - 171p
Read from p1 to p13

Google books links:

<https://books.google.fr/books?id=xqEt6Dpb4TYC&printsec=frontcover&dq=new+look&hl=fr&sa=X&ved=0ahUKEWj-haa-g56HKAhWG1hoKHaQhAJkQ6AEIMjAC#v=onepage&q=new%20look&f=false>

PERES Michael - The Focal Encyclopedia of Photography - 2013, 845p
Read from p198 to p204

Google books link: https://books.google.fr/books?id=NMJxyAwGvKc-C&pg=PA199&dq=photographies+fashion&hl=fr&sa=X&redir_esc=y#v=onepage&q=photographies%20fashion&f=false

CHANGING STRATEGIES:

YOUNG Anthony - New York Cafe Society: The Elite Meet to See and Be Seen, 1920s-1940s - 2010, 212p

Read from p4 to p8

Google books Link: <https://books.google.fr/books?id=o-l5iCQAAQBAJ&pg=PA127&dq=caf%C3%A9+so-ci%C3%A9ty&hl=fr&sa=X&ved=0ahUKEwiSo-ud5KHKAhV-DuRoKHZknDScQ6AEIUDAE#v=onepage&q=caf%C3%A9%20soci%C3%A9ty&f=false>

GECZY Adam - Fashion and Art -2012, 241p

Read from p1 to p12

Google books link: <https://books.google.fr/books?id=hUMfAAAAQBAJ&printsec=frontcover&dq=fashion+art&hl=fr&sa=X&ved=0ahUKEwi8pNqC8KH-KAhVD0BoKHcqZDf4Q6AEIKTAA#v=onepage&q=fashion%20art&f=false>

MESHER Lynne – Basics Interior Design 01: Retail Design– 2013 - 85p

Read from p10 to p30

Google books links:

https://books.google.fr/books?id=Et4TMI0in_0C&printsec=frontcover&dq=retail&hl=fr&sa=X&ved=0ahUKEwiAzsfT9KHKAhWFWxoKHePqC6EQ6AEIJ-zAB#v=onepage&q=retail&f=false

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<p>Bibliographies (suite) References</p>	<p>COMMUNICATION TODAY: MAZZEO J- The Secret of Chanel No. 5: The Intimate History of the World's Most Famous ... – 2010 -286p Read from pXIII to XIX Google books Link: https://books.google.fr/books?id=AKmWBNpoSfYC&print-sec=frontcover&dq=chanel+history&hl=fr&sa=X&ved=0ahUKewjOt-a59qH-KAhWFrRoKHTfHBNYQ6AEIjAA#v=onepage&q=chanel%20history&f=false</p> <p>DOCUMENTARIES All documentaries are accessible on YouTube • Goddess Guide's Channel - A MORNING WITH PAUL SMITH – 20 mn - 2012 - https://www.youtube.com/watch?v=mY2WVBYcuvU</p> <p>•Secrets of Selfridges – 54 min - 2014 -https://www.youtube.com/watch?v=xWlStWRC8WQ</p> <p>RECOMMENDED READINGS:</p> <p>BOOKS •Robb YOUNG & Pamela GOLBIN - Power Dressing, Merrel, London, 2011, 192p</p> <p>DOCUMENTARIES "McQueen and I" – 46 mn- 2012-https://www.youtube.com/watch?v=fNK2mKT8n9o</p>
<p>Disponibilité numérique du cours Course digital access</p>	<p>Est-ce que le syllabus du cours est disponible sur Moodle ? <input checked="" type="checkbox"/> Oui <input type="checkbox"/> Non</p> <p>Les étudiants trouvent aussi sur Moodle (cocher autant de cases que nécessaire) :</p> <p><input type="checkbox"/> Des PowerPoint du cours <input type="checkbox"/> Des exercices d'approfondissement <input type="checkbox"/> Des travaux pratiques <input type="checkbox"/> Des vidéos, des tutos <input checked="" type="checkbox"/> Des articles, des cas <input checked="" type="checkbox"/> Autres supports, précisez : illustrations, extraits d'ouvrages</p>

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PROFESSIONAL SKILLS			SOFT SKILLS		
MPS1	Identify managerial issues taking into account the implications of the international context	III	MSS1	Demonstrate managerial skills	III
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MPS3	Formulate diagnostic analyses of identified issues as they pertain to regional contexts	I	MSS3	Navigate within a multicultural/ intercultural context	III
MPS4	Generate a detailed innovative plan of action to address identified issues	I	MSS4	Execute tasks efficiently at a high level of performance	II
MPS5	Implement the action plan	I	MSS5	Understand, apply and transmit information	III
MPS6	Identify appropriate assessment measures based on a series of key performance indicators to ensure plan effectiveness	II	MSS6	Mobilise existing as well as acquire new knowledge	III
MPS7	Prepare and present concise and precise reports that identify areas for improvement	I	MSS7	Demonstrate leadership incorporating ethical behavior and responsible social and environmental attitudes and actions	III

Plan détaillé (Detailed plan)

- Definition of « Haute Couture » and the movements that influenced French society at the end of the XIXth and beginning of the XXth century
- Fashion designers between 1860 to 1914 who are still references
- Famous names who gave examples in fashion
- Movements that influenced French society between 1914 and 1945
- How to sell ?
- Café Society or the new opportunity to sell 'Haute Couture'
- From the New Look to the ready to wear
- How the ready to wear changed the world of fashion
- Key numbers about different brands
- When fashion uses a work of art as an inspiration: homage or communication effect?
- How is photography used to communicate in the fashion world?
- How to create a communication strategy for a brand?

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PROGRAM COURSE DESCRIPTIONS

COURSE 3 - WINE BUSINESS

<input checked="" type="checkbox"/> Face-à-face	<input type="checkbox"/> On line	<input type="checkbox"/> Coaching, tutorat
Présentation générale du cours General course description	Introduction to the French wine industry in relation to other major producers and global competitors in an expanding marketplace: <ul style="list-style-type: none"> • Get an overview of strategic issues surrounding French wine today. • Learn about the various climatic and economic factors influencing how wine is made • Learn about the economics and marketing of wine • Learn how to taste and evaluate wine from white, red, rosé to sparkling 	
Langues d'enseignement Languages of instruction	Ce cours est presté en : <ul style="list-style-type: none"> <input type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais <input type="checkbox"/> Groupes en Français et Groupes en Anglais <input type="checkbox"/> Autres langues, précisez : 	
Pré-requis Prerequisites	A basic knowledge of business and marketing	
Modalités d'évaluation Assessment methods	PARTIEL (organisé par la scolarité, dans la semaine bloquée d'examens) : 0%	
	Evaluation collective : 0% Group assessment	Evaluation individuelle : 0% Individual assessment
	Modalités d'évaluation : <ul style="list-style-type: none"> <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez : 	Modalités d'évaluation : <ul style="list-style-type: none"> <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :
	CONTROLE CONTINU (organisé par le professeur) : 100%	
	Evaluation collective : 100% Group assessment	Evaluation individuelle : 0% Individual assessment
	Modalités d'évaluation : <ul style="list-style-type: none"> <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input checked="" type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez : 	Modalités d'évaluation : <ul style="list-style-type: none"> <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :

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Bibliographies References	-
Disponibilité numérique du cours Course digital access	<p>Est-ce que le syllabus du cours est disponible sur Moodle ?</p> <p><input type="checkbox"/> Oui</p> <p><input checked="" type="checkbox"/> Non</p> <p>Les étudiants trouvent aussi sur Moodle (cocher autant de cases que nécessaire) :</p> <p><input type="checkbox"/> Des PowerPoint du cours</p> <p><input type="checkbox"/> Des exercices d'approfondissement</p> <p><input type="checkbox"/> Des travaux pratiques</p> <p><input type="checkbox"/> Des vidéos, des tutos</p> <p><input type="checkbox"/> Des articles, des cas</p> <p><input type="checkbox"/> Autres supports, précisez :</p>

PROFESSIONAL SKILLS			SOFT SKILLS		
MPS1	Identify managerial issues taking into account the implications of the international context	II	MSS1	Demonstrate managerial skills	
MPS2	Master methodological resources and an analytical skill set		MSS2	Act independently in a complex and changing environment	III
MPS3	Formulate diagnostic analyses of identified issues as they pertain to regional contexts	III	MSS3	Navigate within a multicultural/ intercultural context	II
MPS4	Generate a detailed innovative plan of action to address identified issues		MSS4	Execute tasks efficiently at a high level of performance	
MPS5	Implement the action plan		MSS5	Understand, apply and transmit information	III
MPS6	Identify appropriate assessment measures based on a series of key performance indicators to ensure plan effectiveness		MSS6	Mobilise existing as well as acquire new knowledge	III
MPS7	Prepare and present concise and precise reports that identify areas for improvement		MSS7	Demonstrate leadership incorporating ethical behavior and responsible social and environmental attitudes and actions	III

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Plan détaillé (Detailed plan)

Introduction to the production of French wines

- Understanding the regional specifics of the main French wine producing regions
- Illustrations through historical, climatic and economic factors

The art of Tasting Wine

Understanding a French wine label

- How to decrypt the complexity of French wine labels
- The difference between the legal and/or instructive information
- The essential elements in knowing how to choose bottle of wine

Wine Production in the France and the World

- The geographical and climatic elements that define appellations
- History and production in the main European and New World countries
- Systems of production – appellations, grape varieties
- Marketing differences and consumer attitudes
- The international wine economy: domestic and export markets

The keys to understanding the classification of French wines

- Understanding the reasons behind the creation of classed growths
- How do they work?
- What do they mean?
- What is their purpose?

Sustainable production – the future of the wine industry

- The 3 pillars of sustainability: environment, economy, social upliftment
- What is sustainable production?
- What is the economic and marketing impact?
- Examples of international practices

Champagne - a world apart: process, region, economy:

- Understanding the specifics of the economy in Champagne
- Appellations, quality, brands and luxury: a winning combination behind a global success

Sparkling Wines around the World:

- From Champagne to Cava
- History and origins of sparkling wine in Italy, Spain, France,
- Methods of production: traditional, tank, champenoise...

Wine Marketing

Specifics of marketing French wines

- Terroir/region focused as opposed to varietal-specific
- Lack of consumer-friendly information
- Regional approach and lack of national identity and cohesion
- The Evin law – an obstacle for inventive advertising?
- The image of French wines: traditional, accessible, expensive, green, sustainable, organic – how does one read the French offer?

A look at other wine markets and their advertising:

- Including UK, China, Australia, New Zealand, South Africa, Argentina etc.