

# LUXE À LA FRANÇAISE : FRENCH LUXURY

## Summer Business Certificate

**Certificate awarded by:** Groupe ESCE International Business School

**Welcome event:** July 2<sup>nd</sup>, 2018 (morning) **Start date of courses:** July 2<sup>nd</sup>, 2018 (afternoon)

**Enddate:** July 26<sup>th</sup>, 2018 **Certificate Ceremony:** July 26<sup>th</sup>, 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:** English

**CONTACT** [summer@pariseiffel.fr](mailto: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.

### 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
Luxe à la française: French Luxury	3	24	undergraduate

# PROGRAM COURSE DESCRIPTIONS

## COURSE 1

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

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

### 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	Luxe à la française: French Luxury
Course objectives	<p>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</p>
Prerequisites:	None
Method of presentation:	Lecture and class discussion
Required work and form of assessment:	<ul style="list-style-type: none"><li>• Course participation (10%)</li><li>• Short Quizzes (30%)</li><li>• Final Exam (60%)</li></ul>
Course Participation	A short daily quiz will be given at the beginning of each class
Final Exam	<p>The final exam will be an analysis of a fashion marketing campaign. For example the movie «Reincarnation» made by Karl Lagerfeld, and exercises on notions mentioned in the courses</p>
Learning outcomes:	<p>By the end of the course students will be able to:</p> <ul style="list-style-type: none"><li>• Know the major players in the fashion industry.</li><li>• Articulate the main steps in the evolution of fashion advertising</li><li>• Identify major actors in the world of luxury marketing and important new trends in the field.</li><li>• Analyze luxury with appropriate technical vocabulary</li><li>• Identify principal periods in the history of fashion and luxury</li></ul>