



## International Fashion Business Summer Program

1-16 July 2017, Paris

# IÉSEG

## KEY FACTS



# DISCOVER IÉSEG

IÉSEG School of Management is one of the top business schools in France, and ranked 17<sup>st</sup> in 2016 in the *Financial Times ranking* of Master in Management Programs. As a French Grande École and member of the Conférence des Grandes Écoles, IÉSEG is one of the most prestigious higher education institutions in the country. It has also been awarded the 3 principal international accreditations: AACSB, AMBA, and EQUIS.

The School is historically renowned for its **traditional Grande École Program**, a prestigious program that takes students from the beginning of their higher education studies through to a master's degree. Students are eligible for admission immediately after graduating high school. This five-year program is divided into a three-year BBA and two-year Master program, either of which can also be completed independently. But IÉSEG also proposes **one Bachelor in International Business, 9 Masters of Science (International Business, Fashion Management, Digital Marketing & CRM, Business Analysis & Consulting, Accounting, Audit & Control, Finance, Investment Banking & Capital Markets, International Business Negotiation and Big Data Analytics for Business), one International MBA, one Spring and two Summer Programs.**

## PARIS CAMPUS



- 3 Buildings – 10,350 m<sup>2</sup> – (111,400 sq ft)
- At the heart of Europe's largest business district: La Défense
- 2100 students
- 20 lecture halls, 200 classrooms, 3 multimedia rooms, a trading room, a library, a cafeteria and meeting rooms for clubs and societies
- Library (IÉSEG & on-line)

## PARIS - IDENTITY

- Region : Île-de-France
- Inhabitants : 12 million including 635.000 students
- Paris : 1<sup>st</sup> student city in France
- Location : Just 1 hour by train to Lille, 90 minutes to Brussels, 140 minutes to London



# IT'S TIME ! IT'S SUMMER ! IT'S FASHION !

## Looking for a multicultural experience while studying in Paris?

Grab the chance to learn more about yourself, expand your perspective, your network and add an attention getting asset to your CV.

This two-week credit-awarding summer program taught in English will provide you with the opportunity to study something new; learn more about the fashion industry; and meet people from across the globe. You will study with world-class academics; take part in exciting cultural activities; and make friends and memories that can last forever.

Please note that there is the possibility to extend this program into the International Summer Academy in Global Business & Management (1-28 July 2017) in order to earn 12 ECTS credits. Enjoy Paris longer and benefit from an excellent academic environment!

We look forward to welcoming you at IÉSEG Paris next summer and we will do everything to ensure you have the experience of a lifetime!



**Marta MARCHEVA, Ph.D**  
**Head of International Summer Academy**



# BUILD GLOBAL BUSINESS SKILLS IN A FASCINATING CITY

## LEARNING OBJECTIVES

This exciting Summer Program in International Fashion Business combines theoretical study with hands-on experience from brands in the apparel industry. Students will learn basic knowledge in all of the key areas associated with the fashion business including brand development and positioning, marketing, distribution, advertising, and consumer behavior.

### WEEK 1

The «Introduction to Fashion Management» module will provide participants with a basis of fundamental managerial tools and with the necessary conceptual framework to understand and follow contemporary fashion languages and trends.

Throughout the course, students will gain an understanding of how the fashion industry is structured, learning what the different business models and categories are, and studying best practices in terms of marketing and operational strategies. Finally, students will learn how to successfully interpret current trends and understand consumer needs.

## COURSE DESIGN

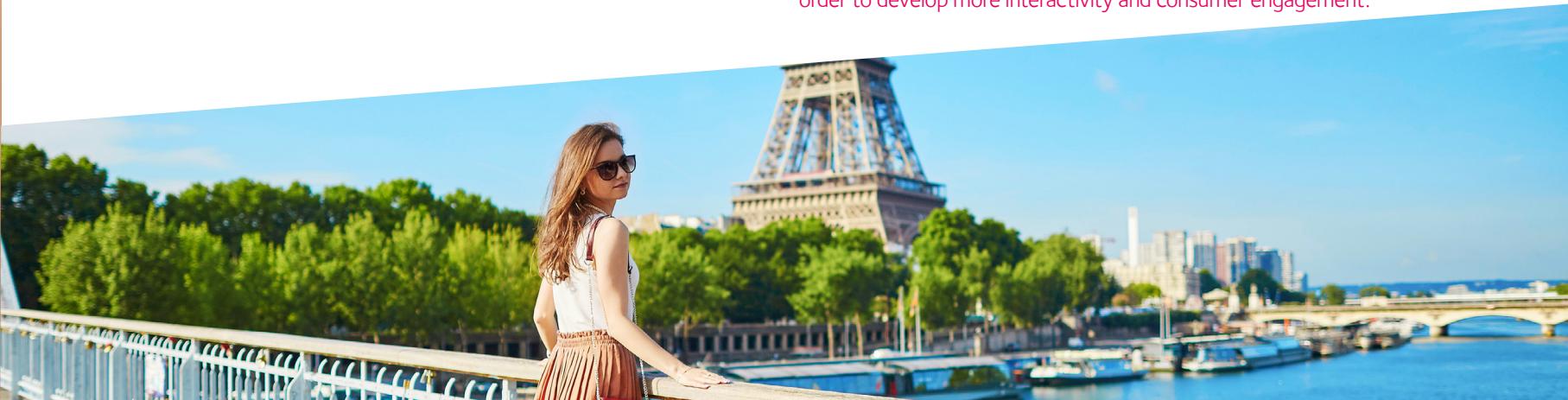
Each module contains a mix of lectures from both academics and professionals in the field.

They are designed to develop the intellectual ability of students through the understanding of the principles and practices of fashion business and their application in connection with the apparel and luxury goods industry.

### WEEK 2

The «Fashion Communications» module will have students engaging in a critical analysis of this deeply image oriented industry viewed from multiple perspectives – advertising, public and press relations, event management, and multichannel forms of communication.

The primary objectives of the course are to highlight the importance of using communication tools to create an image of a consistent brand, to skillfully use visual and writing techniques; and to develop the necessary strategies to communicate in the dynamic and innovative environment that defines the nature of fashion. Case studies will help participants understand how traditional communication strategies can complement technologically creative ones in order to develop more interactivity and consumer engagement.



"I particularly enjoyed the level and breadth of courses offered, plus the situation of the campus in the central business district was impressive. There were also several extracurricular activities, which enhanced the experience and gave a further insight into Paris."

**Alexander EZEDIN**

**University of Nottingham, UK**

"I dont' know where to begin: the superb accommodation, the dream campus location, the fantastic professors and coordinators, the interesting courses or the multicultural group? I couldn't have asked for more! This really was an opportunity of a life time and I couldn't be more grateful to have been a part of it."

**Katherine LI**

**University of Queensland, Australia**

"The biggest benefits of participating were the academic knowledge I have acquired and the contacts I have made. It really helps you thinking globally for either academic or professional choices. IÉSEG Summer Academy is unique to each student. You choose the subjects you are going to take and make it personal. More than that, the international environment totally opens your horizons and broadens your network."

**Victor SILVA PINTO**

**Federal University of Bahia, Brazil**

## HOSPITALITY & SERVICES

Our comprehensive hospitality package includes:

>Accommodation in single rooms, with individual bathroom (June 30 to July 16, 2017 ).

Our high quality residence is located only a 7-minute walk away from the school.

>A 2-week transportation pass with unlimited rides within Paris.

>An IÉSEG student card granting access to campus facilities, and offering discounts in selected venues (museums, cinemas, theaters...).

> Extracurricular activities and social events allowing participants to get to know one another outside the classroom (Seine river cruise, Opéra Garnier guided tour, International evening...).



# TUITION & SCHOLARSHIP

## ENTRY REQUIREMENTS

The program is open to students coming from ALL DISCIPLINES with a strong interest in fashion and a good command of English.

## APPLICATION PROCESS

Admission is based on students' online application available at [summer@ieseg.fr](mailto:summer@ieseg.fr) and the examination of the required documents.

- > Application deadline: **Deadline: May 15, 2017.**
- > For more info: [summer@ieseg.fr](mailto:summer@ieseg.fr).
- > Students from China and Taiwan may contact Marc Porto at the IÉSEG China office: [chinaoffice@ieseg.fr](mailto:chinaoffice@ieseg.fr)

## TUITION

	Contact hours	ECTS credits	Fees
Topic-based courses	40	6	€1,400
Hospitality package			€800
Administration fee			€200
<b>Total</b>			<b>€2,400</b>

Total fees include all in-class teaching, all course materials, and an official transcript in ECTS format.

Students from partner universities benefit a 10% discount on the total program fee.

## MERIT BASED SCHOLARSHIP OPPORTUNITY

IÉSEG offers a limited number of scholarships covering up to 25% of the topic-based courses tuition.

To find out more: [summer@ieseg.fr](mailto:summer@ieseg.fr)





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