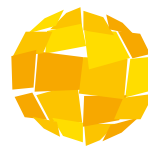




Master in Management  
Ranking 2014



IESEG  
SCHOOL OF MANAGEMENT

# International **Fashion Business** Summer Program *6-19 July 2015, Paris*

*Summer in Paris,  
Study Fashion Business in English*



# 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 (1-24 July 2015) 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

## 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.**

## 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 1 (July 6-12)

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.

## Week 2 (July 13-19)

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.

## Tuition

	Contact Hours	ECTS Credits	Fee
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.



## Hospitality package includes

- >Accommodation in single rooms, with individual bathroom (July 5 to 19, 2015). 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...).
- >A diverse extracurricular activity program of planned excursions and other activities (Seine River cruise, Opéra Garnier guided tour, cooking class...).

## 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:** May 15, 2015

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)

## 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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[www.ieseg.fr](http://www.ieseg.fr)

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