## E|F|A|P

L'école des nouveaux métiers de la communication

# Summer programs

PARIS



### **EFAP**

The leading school in communication

Private institution, Undergraduate and Graduate programs



Dear Students,

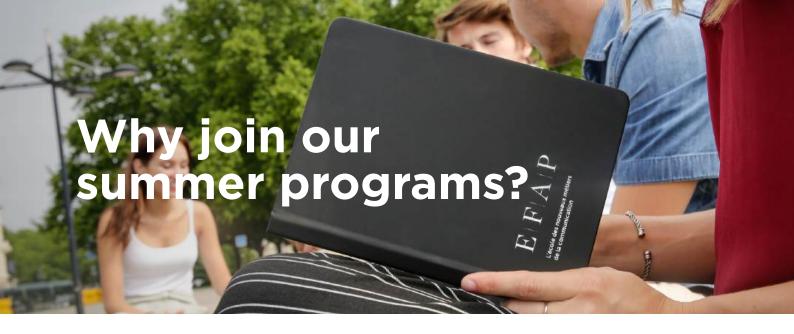
It will be a great pleasure to welcome you in France during our Summer School's programs!

Studying abroad is a great and challenging experience you will never forget! Our Summer School programs will allow you to discover the beautiful country of France, its language and culture, all while developping your skills in Influencer Marketing, Modern Art... and of course, make new friends from all over the world!

This guide will help you to prepare your stay and choose the program that suits you the best. Should you need any further information, do not hesitate to contact us.

We look forward to welcoming you soon,

Department of International Relations international@efap.com



Groupe EDH is a French higher education group. For 60 years now, it has been a leader in the fields of Communication and Marketing, Art and Cultural Management, Animation, Cinema, Journalism, Graphic Design, Digital Arts, Interior Design and Production.

### **1** Excellent location in Paris

Our Campus in Paris is located on Boulevard Raspail, the heart of the Montparnasse neighbourhood.

### **3** An amazing opportunity to discover France

Introduction to the French Language and Culture, as well as guided visits of Paris most emblematic sites and food tasting. The best way to immerse yourself in the French *art de vivre!* 

### **2** Great learning experience and credits transfer

Possibility of credit transfer in ECTS and US credit system. Taught by professionals and experts from different sectors such as Art, Communication, Fashion, Luxury, Marketing and Production. All programs include workshops, cultural and professional visits.

### A great Team ready to support you!

A dedicated Team at the EFAP Department of International Relations will always be ready to help and make sure you make the most out of the Summer School Experience!



The two-week summer course in
Documentary Production allowed me to
unite my love for Paris with my love for
filmmaking and meet wonderful people.
The course was fascinating and I was
able to acquire practical knowledge.
Besides, having a finished video project
by the end was really great! \*\*

Liliana - from New York City

"My favorite part about being in class was on the final day, really getting to present my view and my perspective on the Fashion world and getting to see it from my very own eyes."

Kaiden - from Canada



















## An exciting introduction to the French Language and Culture

This course is dedicated to beginner level students who have never done a French language course prior to their arrival in France.

The aim of the course is to give students basic elements to help them interact in everyday life situations and immerse them in the French culture through historical, social, geographical and artistic aspects.

> Credits: 3 US credits or 6 ECTS

> 36 Contact hours: Lectures, Workshops and/or Masterclasses

> 12 Contact hours: Cultural Visits



#### **Cultural Visits**

- > Louvre Museum
- > Opéra Garnier
- > Cheese Tasting
- > Bateaux Mouches
- > Montmartre
- > Parisian Covered Passages



## A dive into the world of influencers

The EFAP Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions.

100% practical sessions, the course is designed for students related with Marketing & Communication, Public Relations, Marketing Online and Community Managers that want to start to use the influencer marketing and to be introduced on this new international trend.

- > Crédits: 3 US credits or 6 ECTS
- > **36 Contact hours**: Lectures, Workshop and Masterclasses
- > 12 Contact hours: Cultural and Professional Visits



#### **Program Advantages**

- > Professional oriented
- > International learning
- > Certificate provided
- > Meet with Paris professional actors to know a successful case story



## A fascinating discovery in the world of fashion in Paris

The course aims to develop a sound understanding of the cultural and historical significance of Fashion.

Students will learn the art of storytelling and study the principles of branding. They will explore the evolving communication tools, understand the changing communication landscape, the importance of sustainability in Fashion and develop analytical skills. Workshops, meetings with experts and masterclasses will be organized as part of the program.

> Credits: 3 US credits or 6 ECTS

> 36 Contact hours: Lectures and Workshops

> 12 Contact hours: Cultural Visits



### Cultural visits and company visits

- > Dior Gallery
- > Galeries Lafayette
- > Fashion Exhibitions
- > Fashion Incubator
- > Galliera Museum
- > Yves Saint Laurent Museum



## **Explore the nature of luxury brand strategies**

The course aims to develop a sound understanding of the nature of luxury brand strategies to develop competitive marketing and content strategies from story-building to storytelling and story-doing.

Students will discover appropriate methods and tools for structuring, formulating, adapting and implementing luxury strategies from west to east and vice versa.

> Credits: 3 US credits or 6 ECTS

> 36 Contact hours: Lectures and Workshops

> 12 Contact hours: Cultural Visits



### Cultural visits and company visits

- > Workshops
- > Meeting with experts
- > Company visits



## The opportunity to discover Western modern art in Paris

Modern Art in Paris offers an introduction to the history of Western modern art and provides a foundation in the knowledge and skills of art history.

The course articulates theory and practice. The students will explore the diversity of modern creations: from painting and sculpture to photography, performance, installation, architecture, and design.

> Credits: 3 US credits or 6 ECTS

> 36 Contact hours: Lectures, Cultural Visits

> 12 Contact hours: Cultural Activities



#### **Cultural Visits**

- > Orsay Museum
- > Picasso Museum
- > Georges Pompidou Center
- > Louis Vuitton Foundation



## Discover Paris from a different angle!

Our campus in the center of Paris will welcome students who wish to combine their love of art and drawing with their desire to discover the beautiful city of Paris.

This program is tailored for students seeking to broaden their creative horizons and enhance their inspiration. Throughout this summer course, participants will explore Paris from a unique perspective as they craft their personalized travel diary, capturing their experiences through a visually engaging graphic report.

> Credits: 3 US credits or 6 ECTS

> 36 Contact hours: Lectures and Exhibitions

> 12 Contact hours: Cultural Visits



#### Visits and places to practice drawing:

- > Place des Vosges
- > Covered passages
- > Palais Royal Garden
- > Arènes de Lutèce
- > Luxembourg Gardens



## The opportunity to learn how to create and produce

During this course students will learn how to produce and record a live program.

Accompanied by audiovisual experts, the students will discover and put into practice the skills needed to create and produce podcasts.

> Credits: 3 US credits or 6 ECTS

> 42 Contact hours: Lectures and Project coaching

> 6 Contact hours: Cultural Visits



#### Studio where teaching take place

The studio is used to produce video capsules, interviews or broadcasts. Programs are recorded and can be streamed live over the Internet. The audio/video control room enables live management of sound and video sources.



## How to get to our Paris Campus?





#### Raspail Campus 214 Boulevard Raspail, 75014

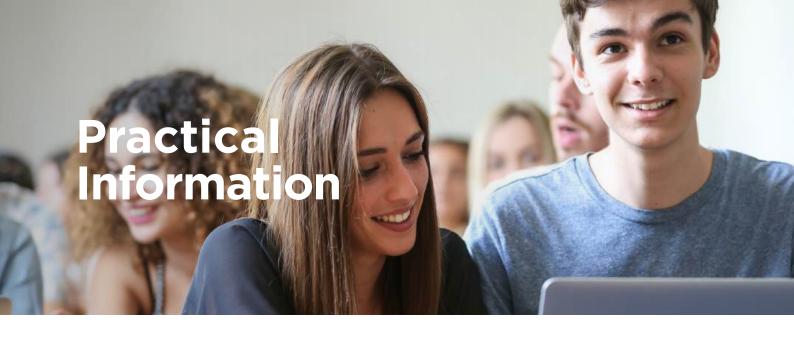
Located in the heart of the Quartier Montparnasse, a lively and emblematic parisian neighourhood. The Raspail Campus is very easily accessible by public transport.

#### **Metro line**

Stop: Vavin or Raspail (Line 4) Stop: Edgar Quinet (Line 6)

#### Train line

Stop: Port Royal (RER B Line)



### Student housing

#### Students have two options for housing during their stay in Paris:

- > Student residences about 20 minutes away from the campus
- > shared flats

If you need help, do not hesitate to contact us international@efap.com

#### Optional Housing (single or double room):

- > 900€ for 2 weeks
- > 1800€ for 4 weeks

#### **Session 1**

Arrival Date: Monday, June 16th, 2025 Program start: Tuesday, June 17th, 2025

Session 2

Arrival Date: Monday, June 30th, 2025 Program Start: Tuesaday, July 1st, 2025

### **Public transportation**

Please note that if you stay in one of our partner student residences, your Metro card will be included. In Paris, RATP is in charge of most of the public transportation. **Metro card costs around 85 euros per month** and will allow you to use the metro, bus, RER and TRAM.

You also have the option to buy it weekly (5 euros pass + 30 euros per week).

Velib is the metropolitan bicycle service, **you can subscribe from 3,90 euros per month** and use the bicycles whenever you need.







## Students will also have the time to enjoy the various festivals and cultural events that take place in Paris during the Summer.

Every year, the **"Fête de la musique"** takes place in Paris on the 21<sup>th</sup> of June (celebrating the first day of summer) and music fills the streets of the capital.





**"Bastille day"** on the 14<sup>th</sup> of July is a day filled with parades, music and fireworks, This national holiday is celebrated all around the country and it will be a great way to dive into the French spirit.

The **"Tour de France"**, the World known bicycle competition will take place during the month of July, going through the most emblematic areas of the country and finishing in Paris.





Do not forget to visit le **Château de Versailles**, a great opportunity to immerse yourself into French History and discover the charming town of Versailles.

Also, while in Paris, do not hesitate to spend a day visiting the happiest place on earth: **Disneyland Paris!** 





#### **Application Deadline - April 30th**

The application must be done online through our website: **www.efap.com/summer-school** 

#### **Tuition Fee**

#### **Programs in Paris:**

- > 1500€ for a 2-week program
- > 3000€ for a 4-week program

#### Optional Housing (single room or studio):

- > 900€ for 2 weeks
- > 1800€ for 4 weeks

#### **Contact**

For further information, please contact us: international@efap.com and visit the website: www.efap.com/summer-school

#### Follow us on social media





1 leading group,14 prestigious schools,36 campus in Franceand abroad





























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