EFAP
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 developing your skills in Fashion and Luxury Communication, Influencer Marketing, Documentary Production, 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.

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.

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*!

4. 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!
Testimonies

“ 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
Our 8 programs

French Language and Culture
📍 Paris Campus
Language: French

Influencer Marketing
📍 Paris Campus
Language: English

Marketing: Advertising Culture
📍 Paris Campus
Language: English

Fashion Communication in Paris
📍 Paris Campus
Language: English

Re-thinking Luxury
📍 Paris Campus
Language: English

Modern Art in Paris
📍 Paris Campus
Language: English

Paris Drawing Experience:
Create your own Travel Diary
📍 Paris Campus
Language: English

Documentary Production
📍 Paris Campus
Language: English
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.

With 100% practical sessions, the course is inspired by the book created by the writer and entrepreneur Rafaela Almeida, who explains success stories and how to identify the best influencers and micro influencers to create actions for a company or products. It also offers tools to improve the Personal branding of the students and reveal the secrets of the main influencers to improve popularity online.

› 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
› E-book and certificate provided
› Meet with Paris local influencers to know a successful case story
› Creation of a video project with Paris Landscapes and singular places: Opera Garnier, Galeries Lafayette Rooftop, Cedric Grolet (croissant), Grand Palais (Fashion Week)
Immersion in the universe of advertising

The EFAP Marketing Advertising Culture prepare students to design advertisements that communicate effectively to diverse cultures.

This course deals with the importance of taking into account culture in advertising. Understanding the cultural elements in advertising and discovering how to build a successful international campaign.

› Crédits: 3 US credits or 6 ECTS
› 36 Contact hours: Lectures, Workshop and Masterclasses
› 12 Contact hours: Cultural and Professional Visits
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
Modern Art in Paris

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 shooting, editing and producing techniques that will allow them to fully develop their skills in the audiovisual sector.

› Credits: 3 US credits or 6 ECTS
› 42 Contact hours: Lectures and Project coaching
› 6 Contact hours: Cultural Visits

Studio where teaching and Live will take place

› Live Web TV program working collectively among a 5 persons team
› 3 small movies shot in Paris
› Broadcasting on a dedicated FB live page
Raspail Campus
214 Boulevard Raspail, 75014

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

Metro line
Stop: Vanvin or Raspail (Line 4)
Stop: Edgar Quinet (Line 6)

Train line
Stop: Port Royal (RER B Line)
Practical Information

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 (double room):
› 800€ for 2 weeks
› 1600€ for 4 weeks

Session 1
Monday, June 17th, 2024: Arrival date
Tuesday, June 18th, 2024: Program start

Session 2
Monday, July 1st, 2024: Arrival date
Tuesday, July 2nd, 2024: Program start

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 + 26 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.
Other experiences during your stay

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 21st of June (celebrating the first day of summer) and music fills the streets of the capital.

“Bastille day” on the 14th 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 Procedures

Application Deadline - April 1st

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

Tuition Fee

Programs in Paris:
› 1400€ for 2 weeks program / 6 ECTS
› 2200€ for 4 weeks program / 12 ECTS

Optional Housing (double room):
› 800€ for 2 weeks
› 1600€ for 4 weeks

Contact

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

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1 leading group
9 prestigious schools
25 campuses in France and abroad
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de la communication

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