This document offers a first detailed overview of the courses offered in English for exchange students in the Paris Summer Programme. It represents the current syllabus of each course to date and cannot be considered as a contractual document before the beginning of the Summer Programme. ESSCA reserves the right to carry out slight modifications to any/all of its courses.

Overview – Pairing 1 Courses

- International Luxury Brand Marketing
- International Business Management

International Luxury Brand Marketing
Teaching language: English
Total number of hours: 45
ECTS credits: 6

Prerequisites
Introduction to and/or Fundamentals of Marketing

Learning Objectives
The students who complete this course will have both a broad an in-depth overview of the French and international luxury industry. Emphasis on the course will be on the brands themselves, their design, marketing, retailing and sales notably, but not only on the French market.
After successful completion of the course the students should be able to:

1. State the role of marketing within an international context
2. Identify the strengths and weaknesses of an organization’s international marketing strategy
3. Evaluate the international marketing environment
4. Prepare a marketing plan for a product or service to be marketed internationally

Course contents
This course has several distinct parts:
- Introduction to International Marketing and Brand Management
- Luxury Brand Management and Marketing
- Luxury Retailing and Distribution Management
- Luxury consumer behaviour

This course is designed to introduce the student to the nature and practice of international marketing management. This will include an understanding of international marketing terminology, models and concepts. The course develops an awareness of the complexities found in international marketing. Focus is given on understanding the international marketing environment, marketing management tools, and developing entry strategies.

Course schedule
- Introduction to international marketing and brand management, fundamentals and applications. (6 hours)
- Luxury Brand Management and Marketing (12 hours)
- Luxury Retailing and Distribution Management including:
  - The luxury fashion brand store (6 hours)
  - The retailing industry and luxury shopping centre with particular applications to the luxury brands industry (9 hours)
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- Luxury Consumer Behaviour (12 hours):
  - Cross-cultural consumer behaviour: an international perspective on consumer behaviour given the international profiles of luxury customers.
  - Implications for luxury brand management, marketing, retailing management and the customer experience.

Skills to be acquired
On completion of the subject the students will have a comprehensive understanding of the strategic and tactical sides of international marketing, branding and product development in the luxury goods industry.

Methods
During the courses the theoretical background of the disciplines will be explained and the students’ understanding of the topics will be facilitated by case studies discussed in class as well as on-site visits. Group projects to expand and delve into ideas and concepts developed in class are also an integral part of this course.

All materials are original to the ESSCA research staff and students will not be required nor asked to purchase books.

Links with the corporate world
The course has a direct link with the corporate world. The students will get a comprehensive insight into the international luxury brand marketing and product development decisions marketing managers face every day. The students’ understanding of the subject is facilitated by on-site visits.

International Dimension
The course is taught by an international (British-Hungarian-French) faculty team and therefore fits clearly into an international context both from teaching style and content. The French luxury brand industry is, by definition, highly international and most French
brands are indeed household names both in- and outside of Europe. Students will be required to keep this in mind during their lectures, discussions, visits and presentation.

**Assessment:**
The evaluation of this course will be as continuous assessment. As such, there will be no final examination.

**Weighting**
50% - Student group presentations
50% - Case study reports & an essay question

**Bibliography**
International Business Management

Teaching language: English
Total number of hours: 45
ECTS credits: 6

Prerequisites:
Introductory Economics, Introductory Marketing, Introductory Management. Some experience in basic accounting may be required of students during the course.

Presentation
Today's manager is expected from the start to be and do everything. This course will take a look at business management skills and competencies from an international perspective focusing not only on cross-cultural awareness and problem-solving, but also on preventing conflicts before they arise and negotiating one’s way out of them when they cannot be avoided. The course will look closely at internationalization strategies and cases from a decidedly management point of view.

Course content
Part One: Cross-Cultural Management
Part Two: International Corporate Management
Part Three: International Conflict Prevention and Negotiation

Schedule
Part 1: Cross-Cultural Management (12 hours)
Diversity and culture
- The intercultural manager: which skills are needed?
- Diversity within teams
- Cultural misunderstandings
Cultural differences (Africa, Asia, America...) in comparative management:
- The African perspective
- an introduction to Asian cultures
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- Japanese and Korean cultures
- The Chinese in China and abroad

When East meets West
- Styles of leadership, management, organizations, and communications
- Raising awareness of the impact of the hidden cultural dimension on organizational behaviors

International Mobility Issues
- Issues of international mobility
- The adaptation process in international mobility Parts 1 & 2
- Multi-cultural teamwork

Part 2: International Corporate Management (9 hours)

After a presentation of the context and of the international corporate dimension from several perspectives, this second part will focus on actual international corporate management case studies.

In the second half of this session, students will be given specific corporate issues to reflect and report back to the class on in the form of case studies.

Part 3: International Conflict Prevention and Negotiation (24 hours)

Conflict Prevention
Objectives include: improving your ability to really understand and appreciate conflictual contexts from “the other side;” increasing your powers of dealing with intense negative reactions; investigating your willingness to resolve; understanding and dealing with projections from the shadow side of the Self which interfere with your willingness to resolve.

Topics:
- Changing meaning, changing response
- Dealing with intense negative reactions
- Redefining
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- Being authentic
- Recognising positive intentions
- Getting the best from everyone
- Transforming stumbling blocks into stepping stones
- Persona, Projection and Shadow
- Situations that inform or inflame
- Having the ability to learn about yourself from others
- Unfolded Potentials
- Unknown aspects of Self
- Unconscious wants and dislikes
- Emotional responses that are too painful for people to fully experience
- Abilities/talents that people are not ready to accept or express
- Recognising shadows that cause strong reactions
- Fighting Fair

**NEGOTIATION SKILLS**

Objectives: increasing your chances of obtaining what you want; understanding & accommodating different behavioural patterns

Topics:
- Direct requests
- Reasons for categorical refusals
- Indirect communication
- Reading the non-verbal as well as the verbal communication to assess feelings
- Having access to your own resources and giving yourself breathing space
- Dealing with spontaneity & impulse
- Building solutions that acknowledge and value underlying needs
- Applying a joint problem-solving approach
- Being realistic, Fixing measurable results
- Recognising long term time-frames.
- Rational & Irrational Worlds – their influence upon decisions and actions
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Skills to be acquired
The students will have a comprehensive understanding of the strategic sides of international trade. They will learn to make sense of the strategic decisions of companies in their internationalization process and obtain the tools to adapt to the challenges of global collaboration. The student will have a clear understanding of what an export or import project is as well as the regulatory, financial and logistics frameworks behind such a project. They will also come away from the program with real, tangible and proven skills in dealing with both argumentation and divergence of opinion. The skills that they learn, hone and use in this seminar have proven helpful to previous years’ students in their academic and professional lives and may easily be used cross-culturally to further the interest of students’ projects and firms.

Educational Methods
During the courses the theoretical background of the disciplines will be explained and the students’ understanding of the topics will be facilitated by case studies discussed in class. A combination of class lectures, case studies, applications, exercises, role plays and in-class exercises will be used. The emphasis is on student preparation and active participation for each session.

Assessment
Active participation is obligatory. There is no final examination for this course. Students will receive their assessment based on the criteria explained to them at the beginning of each part of the course. Assessment methods are of course based on students’ performance during case studies and presentations, but also on their proven ability to make use of and master the information and techniques dealt with in the course sessions during application exercises and role plays.

Weighting:
Part One—30%
Part Two—20%
Part Three—50%
Bibliography


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