



# SUMMER IN PARIS FRANCE

French Language, Culture, Business & Luxury Goods/Fashion



## OVERVIEW

**PROGRAM DATES:** mid May - mid June 2020

**APPLICATION DEADLINE:** 10 March 2020

Visit <https://www.KEIabroad.org/apply-now/> to start your application.

**PROGRAM FEE: \$4,750**

- Academic tuition (3-6 credits)
- Cultural activities & field trips
- Housing in shared student apartments
- Pre-departure advising and guides
- Airport welcome and transfer
- Medical and travel insurance
- Comprehensive orientation
- On-site Director and support
- 24/7 emergency assistance
- Use of mobile phone

For more information visit:

**WWW.KEIABROAD.ORG**

## PARIS, FRANCE

Paris is the capital of France and a major cultural, political and economic center of Europe. The “City of Lights,” as many call it, epitomizes the French spirit. Without a doubt, Paris is one of the most romantic and iconic cities in the world. Images of the Eiffel Tower, the Louvre, broad boulevards and romantic bridges have permeated the global consciousness. The city’s glamorous architecture, art, theaters and cuisine have a profound influence throughout the world.

## UNIVERSITY

The Institut de Gestion Sociale (IGS) is one of France’s most dynamic private universities. IGS consists of 10 schools and over 3,000 students. The campus is situated in central Paris, five minutes from the Gare de l’Est train station. KEI students study at the American Business School (ABS), a unit of IGS.

## UNIVERSITY PARTNERS



## ONSITE DIRECTOR

### DR. DANIELE KATZ

Daniele was born in Strasbourg but has been living in Paris for many years. Daniele earned a Ph.D. in Anglophone Studies from Université de Paris III, and speaks French, German, Greek, Russian, Spanish and English. Students find Daniele to be welcoming and reliable. She enjoys hosting students at her home for dinner parties.

## FIELD TRIPS

As part of the program, students will also participate in the following cultural field trips and activities.

- ✓ Paris City Tour
- ✓ Versailles

## HOUSING & MEALS

Students live in a student residence or shared apartments in Pantin. Most bedrooms are double-occupancy. Accommodations are furnished with a shared bathroom and living area. Cafes, grocery stores and bakeries can be found throughout Paris.

## ACADEMICS

The curriculum focuses on French language, culture, business and luxury goods/fashion. The program is a cooperative between KEI and the Higher Education Policy Commission of West Virginia (HEPC, which oversees the public universities in West Virginia), and hosted by the American Business School of Paris (ABS) at the Institut de Gestion Sociale. Students can enroll in up to 2 courses for a total of 6 credits.

- ✓ HUMA 200 Paris: Global City (3 credits)
- ✓ FREN 110 Elementary French (3 credits)
- ✓ FREN 220 Intermediate French (3 credits)
- ✓ MKTG 240 Consumer Behavior (3 credits)
- ✓ MKTG 400 Creating & Developing Luxury Brand (3 credits)

*Paris Global City* serves as a regional studies course, which familiarizes students with French culture. Academic credit is awarded by ABS (accredited in France).



## MORE INFO

 [www.KEIabroad.org](http://www.KEIabroad.org)

 [info@KEIabroad.org](mailto:info@KEIabroad.org)

 1.800.831.5095