

EXCHANGE REPORT

By Anne-Sophie Helles

Host Institution: École des métiers de la communication

Study period: September 2023 – December 2023

Kea programme: Entrepreneurship & Design

Exchange classes: 8 courses

1. Media Relations

A course that teaches you about media training, PR, and communication crises. Here you will learn the importance of media training in a communication crisis and learn to use tools like hooking, bridging, and flagging. The teacher is very good in her field but was time-pressured with the course plan, and therefore the lessons felt very fast brushed over. So you need to be prepared to do some work yourself to keep up with the courses. If you are interested in communication tools and media training this course is definitely for you.

2. Photography Communication

Photography is a big hobby of mine, so this class was very interesting for me. We learned about the history of photography, and the exposure triangle and worked with an advertising campaign where we could work hands-on with photography and our creativity. The only minus for me was that we didn't have enough time with the camera equipment. The teacher is great and very eager to teach you everything he can.

3. Event Management

This course provides a comprehensive understanding of event management, offering insights from both the agency and client/company perspectives. The hands-on approach of the class has been particularly impactful, and I attribute my good learning experiences to the teacher's enthusiastic and passionate teaching style.

4. Project Management

This course provided an understanding of project management tools, methods, and team dynamics. Engaging guest speakers from diverse companies shared valuable insights, offering practical dos and don'ts in the realm of project management. The culmination of the course involved an exam, requiring us to formulate a project management plan based on a case-provided issue.

5. French (intermediate)

I would recommend choosing French as a subject as it helps you better understand French culture and language. I particularly benefited from the written part and enjoyed being able to express myself more freely in writing in private settings. We were a small group, which allowed us to build a nice bond with each other. It's an intensive French course, and you cannot avoid actively participating in the lessons, but it pays off in the end. I was really happy that I chose French!

6. Communication Strategy

This course will teach you the fundamental principles of communication and how to develop a communication strategy. We learned the importance of utilizing storytelling to enhance awareness of the importance of market research and to captivate interest in creative references. We got to work with different cases that taught us to emphasize the alignment of messages and media with specific goals and objectives. If you are interested in learning to plan and budget communication actions based on a briefing - then I can recommend this course.

7. Fashion Communication

A course centered on fashion, design, and advertising in both print and online formats. Over the duration of the course, we gained insights into the processes involved in the creation of capsule collections by fashion brands, the corresponding marketing strategies, and the storytelling behind them. The culmination of the course involved individual groups presenting a thorough analysis of their capsule collections along with accompanying marketing plans.

8. Creativity & Innovation

This course instructs various creative methods such as SCAMPER, Six Hats, and the Yellow Box technique. You will engage in diverse assignments and exercises designed to enhance your creative and innovative thinking. The final examination entails creating a personal journal, wherein you must present the content covered in the 11 sessions, along with an optional final project on a subject of your choice

ACADEMIC EXPERIENCE

How helpful was the receiving school in the process of choosing classes and settling you in?

In the beginning, it was relatively straightforward when they sent me an updated coursebook through email, allowing me to view and select my classes. The two international coordinators from EFAP, Lisa, and Paula, were very kind and helpful, addressing any concerns promptly.

Before the school officially commenced, we went through two informative introduction days. During this time, the two international coordinators provided practical information, such as guidance on setting up a bank account, jobs as a babysitter, and applying for the French housing support known as CAF.

What classes/study experiences did you find the most rewarding? Why? Advice other KEA students?

Definitely French. I have a French father, so I already spoke and understood the language very well, but I moved from France when I was 6 years old. Therefore, it was incredibly rewarding to enhance my French writing skills. I can recommend it to KEA students who wish to integrate better into the culture and avoid feeling like an outsider while staying in Paris. Additionally, Event Management and Photography Communication provided a valuable and hands-on experience with courses, which is a big plus for me and my understanding

What classes/study experiences did you find least relevant or least valuable to you? Why?

Creativity & Innovation turned out to be a disappointment; however, it was an easily manageable class if you prefer channeling your energy into social experiences in Paris. The big language barrier between the teacher and students, coupled with a syllabus at a very basic level, did pose challenges. But on the upside, this situation allowed for more time to focus on other priorities during your stay.

PRACTICAL EXPERIENCE

How was the application process?

Honestly, my application process was a bit overwhelming due to my lack of time. Be prepared for a lot of paperwork that can be time-consuming but the process itself is common sense, as long as you follow all the steps and check your mobility online every 1-2 weeks you are all good.

The international coordinator, Hanne Vang, was very helpful whenever I needed answers, so just remember to reach out to her if you have any questions. The host school were good communicators and helpful as well. But the application process goes through a little bit late in France compared to Denmark and be prepared that that goes a long in most cases in French. But you learn to thrive in the chaos.

Did you have any practical difficulties settling down at your destination? Where did you live?

I encountered several challenges when searching for housing in Paris and didn't receive much assistance from the host school, so be ready to take the initiative on your own. It was important and a priority for me to live in a safe neighborhood and with good conditions, so I could feel more at home.

Eventually, I secured an apartment with another student in the 10th arrondissement through a housing agency called Paris Attitude. Although it wasn't the most economical option, in hindsight, I think the investment was worth it.

Accommodation for housing in Paris

- Housing agency: Spot a home, Paris attitude, and Parisian home
- Facebook groups: Padam Padam and Danskere i Paris
- Website: The Danish Church in Paris, <https://www.frederikskirkenparis.dk/>

What kind of expenses did you have in general?

The biggest expense was the rent and thereafter it was activities and trips I prioritized to make during my stay. For example, I went on a 3-day hiking trip to Normandie which was truly amazing, and ended up spending 1800 DKK. Another big expense was food which is pretty expensive but it's possible to make it study-friendly. If you vintage clothes like me, then that's also an expense to be aware of. Most vintage stores are expensive, but they have amazing fleamarkets every Saturday and Sunday. I was better than I thought at prioritizing my money, so I didn't go over budget, but it's very common to do when you want to get the most out of your stay in a new country.

Fleamarket recommendation

Instagram: [Kissa.vintage.paris](#)

- A Parisienne who shares all flea markets in Paris every weekend



What kind of income did you have during your exchange?

I received SU and Erasmus. I also applied for 10 grants and got one which helped me a lot with all the expenses. Paris is not a cheap place to live, so if you have time I can highly recommend applying for grants.



PERSONAL EXPERIENCE

What challenges did you experience culturally while being abroad?

The biggest challenge for me was the feeling of safety. There are a lot more people and criminality in Paris. I was lucky to not have any bad experiences that involved me, but I've seen some disturbing and uncomfortable incidents that make me very aware and thankful for the safety level in Denmark. I also had to get used to not walking home alone for longer distances late at night, but thankfully they have Uber or Bolt in Paris, which is very cheap in comparison to a taxi in Denmark. The host school was also very helpful in giving us advice on the city.

What was the best cultural/personal experience during your studies abroad?

There isn't one specific experience, I am just very proud and happy of going abroad and creating a little life in a new city. I connected with a lot of new people which I am very thankful for and also for getting the opportunity to get to know myself better. The biggest advice is to enjoy your stay and to remember it's not a vacation you are creating an everyday life and it's also important to just stay at home and do nothing some days.

