

# Exchange report – Paris 2024



**Cleo Winsnes Brunse**

**1. Where and when did you study abroad?**

I studied at ISCOM in Paris.

**2. What KEA program did you attend at the time?**

I'm studying Design & Business with specialization in Creative Branding.

**3. What classes did you take during your semester abroad?**

The program was called International Communication and I chose the following subjects:

- French culture
- Communication English & International Culture
- The way my French experience has influenced my communication style
- French as a Foreign Language
- Trends & Societies
- Semiology
- Naming & Sensorial Branding
- International Consumer Behavior
- The Power of New Media platforms
- The Importance of Branding
- Copywriting
- How to write the perfect recommendation and sell it
- Soft Skills workshop
- Digital tools for project management
- International Communication
- International Market Research – methods & methodology
- Video editing

As you see there is a lot of classes which means that each class are worth very few ECTS points, therefore the courses are not diving very deep into the subject, but you learn a bit about everything. Generally, the school is specialized in communication and advertising, so these are the overall subjects every course is focused on.

# *Academic Experience*

## ***1. How helpful was the receiving school in the process of choosing classes and settling you in?***

Everything was pretty smooth, and we had an Erasmus intro day the first day of school, where we got a lot of information about the semester and got to meet the other Erasmus students. We were about 30 Erasmus students, so it was easy to get to know each other. The only thing that was a bit annoying was that we only had our schedule for the semester after the first day of class.

## ***2. What classes/study experiences did you find the most rewarding? Why?***

I learned most from the fact every class was in English and therefore I really got to improve my English, especially when presenting or writing papers in English. But because most of the courses are worth few ECTS-points they are only touching the surface of the subject, so I would recommend choosing courses you haven't had before or subject you find difficult and want to repeat.

## ***3. What classes/study experiences did you find least relevant or least valuable to you? Why?***

French Language was really nice to have as I had it once every week throughout the whole semester and it helped me improve my French. Digital tools for project management weren't relevant to me at all.

## ***4. What classes would you advise other KEA students going to the receiving school to choose or not to choose?***

Choose the classes with the highest number of ECTS-points so you have a chance to dive a bit deeper into the subject and you will also have fewer classes. The absence rules at ISCOM are pretty strict, so it's an advantage to not have too many classes.



# *Cultural/Personal Experience*

## **1. What challenges did you experience culturally while being abroad?**

Generally, I didn't face many big difficulties, but I think the most difficult part was sometimes the language. Most of the people speak alright English, but for example where I lived in student accommodation none of the staff spoke English which made it difficult sometimes. But other than that, I think Paris is an easy city to be in because there's so many people from abroad already.

### **a. How helpful was the receiving school in this process?**

I didn't really need their help but if you need help, they're there for you.

## **2. What was the best cultural/personal experience during your studies abroad?**

Just living in Paris was a huge experience, and meeting and connecting with people from other countries.



**3. What advice would you give other KEA students going to study abroad at the receiving school?**

Go to Paris to explore the city and the adventure of living abroad, and don't expect to learn a lot from the school. Make sure to use the Erasmus network at the school, at least I found all my friends there.





## *Practical Experience*

### **1. How was the application process?**

There was a lot of practical stuff to do but overall it was manageable and not too difficult.

#### **a. What did KEA help you with?**

KEA, and especially Hanne, was very helpful with the application process, and made sure that there weren't any difficulties.

#### **b. What help did you receive from your school abroad?**

I didn't really need help from ISCOM, but I know they have an Erasmus team that are ready to help if needed.

### **2. Did you have any practical difficulties settling down in at your destination?**

No, not at all.

#### **a. How helpful was the receiving school in this process?**

There was an online meeting with the school some months upon our arrival where they talked about accommodation, public transport etc. ISCOM also have a platform with a lot of practical information when moving to Paris.

### **3. Where did you live?**

I lived in Cité Universitaire which is a student city with 45 houses from different countries.



Main house/entrance

**a. Was it difficult to find accommodation?**

No, I just applied for the Danish house in Cité Universitaire and then when you're accepted you get a spot in the Danish house or in another one. (<https://www.fondationdanoise.org/>) But if you're not interested in that it can be pretty difficult and expensive to find accommodation, yes.

**b. Was it expensive?**

I was put in the Japanese house which was a bit expensive (650 euro for a room) compared to the quality of the house. I generally will recommend staying in Cité Universitaire if you get a spot in the Danish House as it is way better and a bit cheaper than the other houses I know.

**4. What kind of expenses did you have in general?**

*Public transport* – I wasn't able to get the student card, so I spend 86 euros a month on public transport. Maybe check it out before going because you can save a lot of money.

*Groceries and food in general* – More or less the same prices as Copenhagen. You can find many cheap French bistros and wine bars though.

*Insurance* – I spend around 2000 DKK on insurance before leaving. Pickpocketing isn't terrible in Paris but it can still happen, so you should have that covered.

*Vacation* – I went on some trips in France throughout the semester. If you want to travel book some time in advance as it's a bit expensive but I would really recommend going on some trips (especially Marseille)!

*Phone bills* – You can only have your Danish number for a specific amount of time, so either bring an extra sim or get a French Number or check with your phone company.

**a. Did you spend more or less money than you budgeted with?**

I've spent more. Paris is almost as expensive as Copenhagen, so have that in mind. The nice thing though is that most museums are free for EU students under 26, so you should really take advantage of that!

P.S. I applied for some scholarships (Nordea, Kommunikation & Sprog) but didn't get any.