

E|F|A|P

L'école des nouveaux métiers
de la communication

SUMMER AND WINTER PROGRAMS

PARIS - BORDEAUX



EFAP SCHOOL OF COMMUNICATION

Private Institution, Undergraduate and graduate programs

The leading school in communication studies

PARIS - BORDEAUX - LILLE - LYON - AIX-EN-PROVENCE - MONTPELLIER
STRASBOURG - TOULOUSE - NEW YORK - SHANGHAI - SANTANDER

efap.com

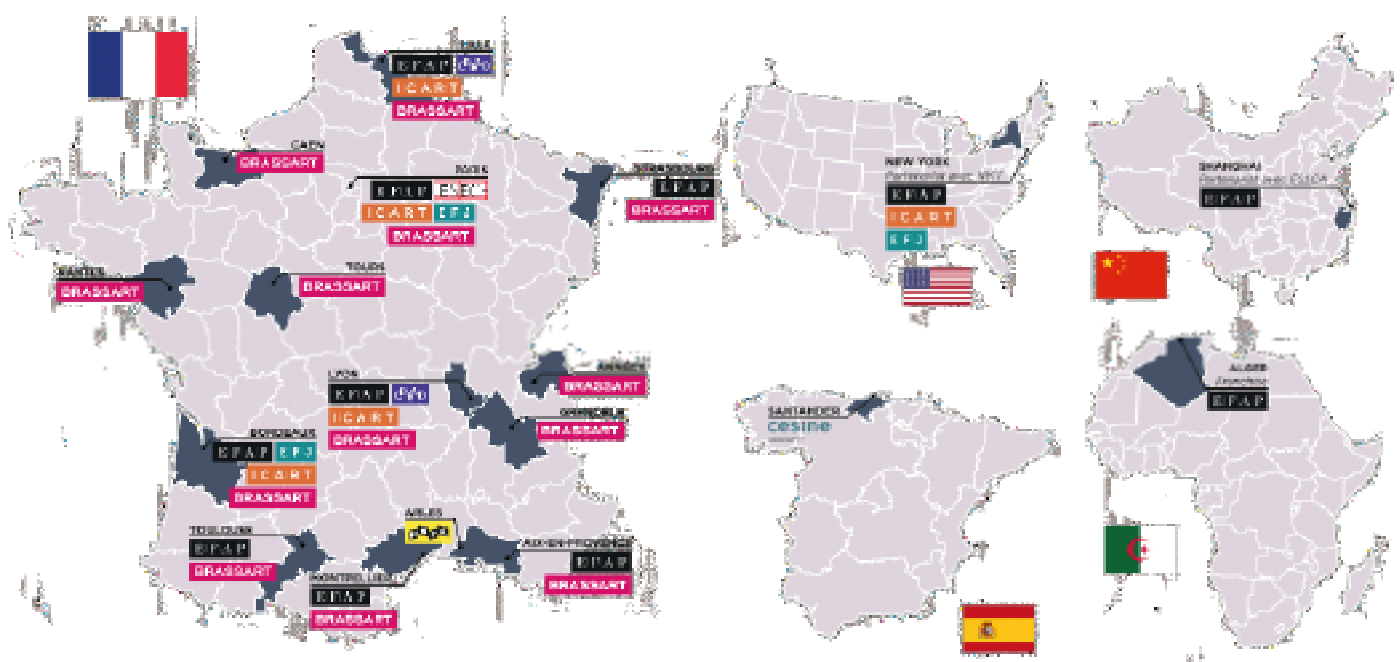
Groupe edh - Who are we?

Our schools

The EDH Group is a French higher education group, a leader for 60 years in the fields of communication, artistic and cultural management, journalism, graphic design and digital creation.



Our Campuses



EFAP - Communication, Marketing & Advertising

For nearly 60 years, EFAP, has been training the best communicators in France, able to adapt to a changing world in continuous movement. The skills acquired in 5 years of study allow our students to occupy a privileged place in professions in perpetual evolution in within agencies, companies of all sizes, communities, in all sectors and in the whole world.

ICART - Cultural engineering & Art market

For more than 55 years, ICART has established itself in the world of arts and culture as the benchmark school whose vocation is to train professionals in art and cultural management market.

EFJ - Journalism & Investigation

Since 2004, EFJ has been training multi-media TV, Radio, Press and Web journalists capable to adapt to a constantly changing world. The EFJ prepares for great diversity of jobs in traditional media or new information media.

BRASSART - Digital creation & Graphic design

For 70 years, BRASSART has been training in the graphic arts and illustration professions, 3D Animation - VFX, Graphic and Digital Design, Video Games, Comics and Audiovisual. Located on 13 campuses in France, the school trains more than 2,500 students each year whose creative passion is the main driver of their studies.

MoPA - Animation cinema

For 20 years, MoPA has combined creation, passion and technology. Recognized internationally, MoPA offers excellent training in 3D animation cinema. The numerous prizes obtained in the various festivals make the demonstration of artistic, cinematographic and technical expertise of its students. Since its inception, MoPA has trained more than 500 professionals in high-level distributed all over the world.

CREAD - Interior Design

CREAD was created 49 years ago and has been managed by Global Interior Architects and Designers for the training of the Global Interior Architects and Designers of tomorrow. Resolutely turned towards the future, CREAD Institute is based on the richness of its history, its roots in the Rhône-Alpes region, its influence on the national territory and its international partnerships.

ESEC - Cinema

For nearly 50 years, ESEC has been providing training in the various film professions. Recognized as one of the leading international film schools and the 4th largest film school in France, ESEC offers a multidisciplinary education, mainly based on practical and technical skills, supervised by the best professionals in the sector.

CESINE - Marketing, Communication & Design

Founded in Santander in 1993, CESINE is an international private academic institution. It stands out as one of the leading schools in Spain for marketing, communication and design. The school benefits from a large network of companies, agencies and of studios.

Welcome!

Dear Students,

It will be a great pleasure to welcome you in France during summer or winter for short programs.

Studying abroad is a great and challenging experience you will never forget! France is a beautiful country and your participation will be a great opportunity to study subjects like Art, Communication, Digital Marketing, Production ,to make new friends and to discover French Language & Culture ...

This guide will be a tool to help you to prepare your stay and to choose your program of study. If you need any further information, do not hesitate to contact us.

We look forward to welcoming you soon,

Office of International Relations



Why join our summer programs?

Excellent locations in Paris and Bordeaux

Our Campuses in Paris are located on the Champs Elysées, one of the the most beautiful avenues in the world, and Boulevard Raspail, the heart of the Montparnasse neighbourhood.

The EFAP Campus in Bordeaux is in the center of a very lively neighbourhood, surrounded by all kinds of cultural attractions.

Great learning experience and credits transfer

Study program with credit transfer in ECTS and in US credit system and teaching by experts in their professional sector like Luxury,Marketing or Production. Workshops and cultural visits will complement the study experience.

An amazing opportunity to discover France

Introduction to French language and culture, as well as cultural visits and food tasting.

A great Team ready to support you!

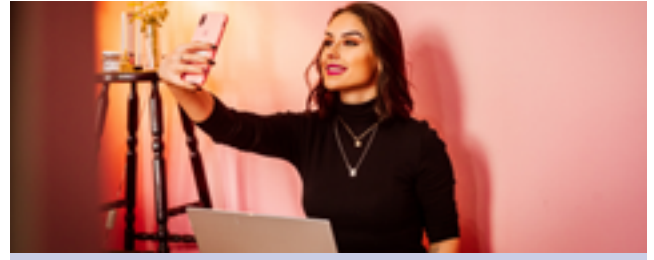
A dedicated Team at EFAP International Relations Office will always be ready to help !

Our programs




French Language and Culture

 Paris Campus



Influence Marketing

 Online & NY Campus



Re-thinking Fashion

 Paris Campus



Marketing & Communication in the Wine & Spirits Industry

 Paris Campus



Street Art

 Paris Campus



Production

 Paris Campus

French Language and Culture



Paris Campus



Session 1 : 1st to the 15th of July
Session 2 : 15th to the 29th of July

Course Description

This course is aimed at beginner level students who have never done a French language course prior to their arrival in France. The objective 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.
- Enable students to acquire a solid knowledge of France and French people.
- Credits : 3 US credits or 6 ECTS
- 36 Contact hours : Lectures, Workshops and/or Masterclasses
- 12 Contact hours : Cultural Visits

Cultural Visits

- Louvre
- Opéra Garnier
- Cheese Tasting
- Bateaux Mouches
- Montmartre
- Parisian Covered Passages

Influence Marketing



Online + Campus NYC



June : 10 on-line sessions of 2 hours
July : One week in New York

Why is Influence Marketing the future?

Course Description

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 the recipe of the main influencers to improve popularity online.

- Credits: 2 US credits or 4 ECTS
- 20 Contact hours: Lectures, Workshops and/or Masterclasses
- Week in New York City (4 Days)

Program Advantages

- Professional oriented
- International learning
- E-book and certificate provided
- Tuition Fee: 1800 US \$ including NYC visit

Re-thinking Fashion



Paris Campus



Session 1 : 1st to the 15th of July

Course Description

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.

Students will explore the evolving communication tools, understand the changing communication landscape, the importance of sustainability in fashion and develop analytical skills. Workshops, meeting with experts and masterclasses will be organized as a complement to the cursus.

- Credits: 3 US credits or 6 ECTS
- 36 contact hours : lecture and workshops
- 6 contact hours: cultural visits

Cultural Visits and Company Visits

- Fondation Louis Vuitton
- Opéra Garnier
- One Day Store Tour

Marketing & Communication in the Wine & Spirits Industry



Bordeaux Campus



Session 2: 15th to the 29th of July

Course Description

Students will have the chance to learn the basics of Bordeaux Wine and other Wine & Spirits brands through practice:

How to create a wine, build a brand and communicate about wine and spirits using the latest tools available on the market such as apps, blogs or wine tourism! Workshops and cultural visits will also be organized.

- Credits: 3 US credits or 6 ECTS
- 36 Contact hours: Lectures, Company Visits and/or Masterclasses
- 12 Contact hours: Cultural Visits.

Cultural and Company Visits

- «Cité du vin»
- Guided Tour of Historic Bordeaux
- Bordeaux Vineyard State
- Museum

Street Art

In partnership with :

I|C|A|R|T

L'école du management
de la culture et du marché de l'art



Paris Campus



Session 1 : 1st to the 15th of July

Discovery of Street Art

Course Description

This class will look at the origins of street art, the main artists who made this movement prominent, and the up-and-coming artists of now. During this course, students will understand the street art movement, be able to recognize its main techniques and styles and analyze its impact in the society

- Credits: 3 US credits or 6 ECTS
- 36 contact hours : lecture and exhibition
- 6 contact hours: cultural visits

Cultural and Company Visits

- Guided Tour of the Street Art Parisian District
- Fluctuart
- Art 42

Production

In partnership with :

E | F | J

L'école du nouveau
journalisme



Paris Campus



36h Contact hours

Session 2: 15th to the 29th of July

Course Description

During this course you'll 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 competences in the audiovisual sector.

- Credits: 3 US credits or 6 ECTS
- 42 Contact hours: Lecture and project coaching
- 6 contact hours: cultural visits

Cultural and Company Visits

- Paris Guided Tour / Studio
- Exhibitions

Practical Information

How to get to our Paris Campuses?



Champs Elysées Campus **61 Rue Pierre Charron, 75008**

Located in the heart of the 8th arrondissement, the campus is surrounded by shops and restaurants. With easy access by public transport

METRO LINE

Stop: Franklin D. Roosevelt (Lines 1 and 9)

BUS NUMBER

Stop: La Boetie-Champs-Elysees (No. 73)



Raspail Campus **214 Boulevard Raspail, 75014**

Located at 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 ou Raspail (Line 4)
Edgar Quintet (Line 6)

TRAIN

Stop: Port Royal (Ligne RER B)

How to get to our Bordeaux Campus?



Bordeaux Campus **8 Parvis des Chartrons, 33000**

The EDH Campus in Bordeaux is located in the heart of the Chartrons quartier, surrounded by shops and restaurants. With easy access by public transport

TRAMWAY

Stop: Paul Doumer (Line C)
Stop: CAPC - Musée d'Art Contemporain (Line B)

Practical Information



Student housing

Our **partner residences** are about **20 minutes away from our Campuses!** If you want to have some more information about our partner student residences do not hesitate to contact us!

Public transportation

In Paris, RATP is in charge of most of the public transportation. **The Pass Navigo costs around 75€ per month** and will allow you to use the metro, bus, RER and TRAM. **You also have the option to buy it weekly (22€ per week)**

Velib is the metropolitan bicycle service, **you can subscribe from 3,90€ per month** and use the bicycles whenever you need.

In Bordeaux, the TBM is in charge of most of the public transportation.

The TBM Pass Jeune costs around 21€ per month and will allow you to use the tramway, bus, the BAT(a boat that'll allow you to go from one side of the river to another) and all the public bicycles.



Other experiences during your stay

Paris

Students will also have the time to enjoy the various festivals and cultural events that take place in Paris or in Bordeaux during the Summer and Winter

«**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 **Chateau de Versailles**, a great opportunity to dive 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!**

Bordeaux

In **Bordeaux**, the possibilities are endless! You can spend an afternoon trying out your surf skills at le **Bassin d'Archachon**, visiting the **Bassin des Lumières**, a museum that'll change the way you've looked at classic paintings until now, or walking through a the typical French village of **Saint Emilion**.

« The two-week summer course in documentary production allowed me to unite my love for the city of Paris with my love for filmmaking and allowed me to meet a lot of wonderful people. The course was very fascinating and allowed me to acquire a lot of practical knowledge, and having a finished video project by the end was really great! »



Liliana from New York City

Application Procedures

Application Deadline -June 15th

The application must be done online through our website:

www.efap.com/summer-school

Tuition Fee

- Programs in Paris & Bordeaux:**
- 1200€ (2-week program / 6 ECTS)
 - 2000€ (4- week program / 12 ECTS)

- Optional Housing (double room) :**
- 600€ for 2 weeks
 - 1200€ for 4 weeks

Contact

For further information, please contact: international@efap.com

Follow us on social Media



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