

Where and when did you study abroad?

I studied "International Global Communications" at ISCOM in Paris during my third semester. The dates for the semester were September 13 until December 17.

What KEA program did you attend at that time?

Entrepreneurship and design.

What classes did you take during your semester abroad? Please briefly explain what each class was about.

At ISCOM there are a lot of classes and I had to choose them all to get enough ETC points. Some of the classes are very short which makes it more like an "introduction" to the subjects rather than actually learning how to work with the subjects.

General culture:

This class is short but reflective on different topics related to humans and culture. As the teacher describes: "The class is about asking questions". We watched some documentaries and at the end of the class we had to create our own mini documentary in groups.

French culture:

French culture class was only for ERASMUS students and was about getting some insights in French culture like history, politics, art, food, etc. During the semester we went to visit the Musee D'orsay and Pompidou. It is a nice class and the students have the option to suggest what they would like to know/learn about French culture.

Media & Society:

This class is about researching the media's effect in society. We were working in geographic zones so I was researching the different topics around Denmark. Some of the topics were: Media and politics, the media landscape in Denmark, social media, fake news etc. In every class we had to make a presentation about the topics to present to the class.

Law & technology:

For this class the structure is the same as Media and Society as it's the same teacher. For each class we had to make presentations about the topics in our geographic zone. The topics of the class were cybersecurity, intellectual property, identity management and privacy. For this class there is a lot of reading as well and some of the articles are long and difficult to understand.

Advertising communications:

This class is about learning the different types of advertising and how to analyse the advertising. In class we were mostly watching different advertisements to discuss and analyse it in class. There was not much variation of the classes.

Digital mobile marketing:

In this class we learned about the different types of online marketing and important subjects related to marketing such as SEO/SEA, target audience, the brand's visuals etc. In this class we

were also talking about the beginning of social media and the different platforms. It was a nice class but the subjects were a bit rushed.

Brand digital environment:

In this class we were learning and discussing the digital environment. We were looking at the history of the internet and the development of digital platforms. In class we were looking at different brands and their digital brand environment in terms of websites, social media, and advertisements. This class was very similar to what I already learned at KEA but the teacher was nice.

Project management:

In this class you learn about PR and the different types of PR. I found this class interesting and useful as we were working on creating a PR campaign for a brand which made it a bit more practical. The teacher was strict but nice and I think I learned more from this class than other classes.

Printing process:

This class is very technical in terms of how to print and the different things you have to know for setup before printing, for example: Printing size, what type of paper, measurements, colors, cuts etc.

Writing for the web:

In this class you learn about how to build a website using WordPress. From the beginning of the class you work in teams around WordPress and then learn about the different steps in WordPress and a lot about SEO and google analytics.

Graphic Design:

For graphic design it's possible to choose a beginner level which is from scratch in InDesign, photoshop, and illustrator but you also have the option to follow the other students at their level. I thought it was really nice that the teacher adjusted his classes to the level of the students. This was my favourite class as I found it more creative than the other classes.

Personal branding:

A short class about how to brand yourself and prepare when applying for jobs. In this class you also learn how to use LinkedIn.

Soft skills:

Soft skills is a 6 hours workshop of learning soft skills which will prepare you for working with others but also how to improve and understand how you think/work yourself. The class is about personal development.

French class: This class is optional. I chose this class to learn the basics of French but ended up not learning that much. The teacher didn't speak a word of English and was giving us tests all the time even though it was a beginner class. It was hard to learn and get something out of this class.

Challenge back to school: This was a project where we had to design a solution for a brand. The brand was "Konica Minolta" which is a printing company that uses a special technology for printing. We had to come up with a solution for selling the technology to print shops and at the end of the project we had to pitch our idea in front of the team of "Konica Minolta". The project was short but nice working and presenting for a real company.

Academic experience

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

I didn't contact the receiving school before I arrived. For choosing classes I had to choose them all so I didn't have any questions regarding the classes. ISCOM gives you access to a platform which is helping with a lot of things such as accommodation, setting up a french bank account and other practical stuff. I didn't use the platform myself but I think it can be helpful.

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

For me graphic design was a really nice class. The teacher was really nice and was very good at explaining things. He also gave us a whole document with everything explained which is good to have. Another class I enjoyed was the media & society class. This was very different from what I'm used to and the teacher is very dedicated to her field. At first I found her very intimidating and I didn't really like that we had to present in every class (This was how she graded us) but in the end I think it was really good for me to be pushed and I learned a lot not only academically but also at a personal level.

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

In general I didn't feel like I learned so much either because of the shortness of the classes or because some of the classes were something that I already learned at KEA. Brand digital environment and digital mobile marketing was a reputation for me, which is also good but I would have loved to dig deeper into the subjects. Printing process was too many classes of learning really basic stuff so I found this class unnecessary to me.

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

Since you have to choose them all there is no advice to give. The only thing that was optional for me was the French class. If you don't speak French at all I won't recommend taking the class since the teacher doesn't speak English. If you want to learn French I would recommend finding another place in Paris than ISCOM.

Cultural/personal experience

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

A. How helpful was the receiving school in this process?

Most challenges were the communication with the school. One of my courses was online but I didn't get access to it and the teacher wasn't replying to my emails regarding the issue. I contacted the administration at ISCOM which didn't reply either. I had to show up at their office and then they contacted the teacher saying that he would send me a link to the course. I didn't receive the link and in the end I wasn't able to do the exam. The administration told me that they had to give me a new date for the exam but again I didn't receive the link. I've been sending emails to both the teacher and administration but still haven't got any reply so I'm missing an exam. I think in general the communication at ISCOM is bad. A lot of the information given to the students was also in French even though it's an international school.

Another challenge was the absence policy at the school. They are very strict and you can only have 9 hours of absence. If you are sick or have another justified reason they say it's ok. I got sick a couple of times and one time they told me to show up even though I had a fever. A lot of the students were showing up sick in school because of the absence policy and that was probably the reason why I got sick multiple times. I think this is a huge issue especially during a pandemic.

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

The best cultural experience was just being and living in Paris. Paris is an amazing city and there are so many opportunities and cultural experiences. I'd also met a lot of people which I think is the best thing I will get from studying abroad.

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

Don't stress about the grades. In the beginning I was really stressed since there were so many classes and they are giving a lot of grades and there are many exams in the end. They are saying they are expecting a lot from you and it's hard to get good grades so I was a bit stressed that I didn't have so much time for my assignments and to prepare for the exams. I realised that the level is not as hard as it sounds like. It is also important to enjoy the time in Paris outside the

school!

Practical experience

1. How was the application process?

A. What did KEA help you with?

The application process was very easy even though there were a lot of documents to fill out. Hanne Vang was very helpful in the process! Every time I had a question regarding the process she would answer straight away. In the beginning of the process Hanne also helped me with picking the right school and she also put me in contact with a former student who could tell me about her experience at ISCOM.

B. What help did you receive from your school abroad?

I only received help from KEA.

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

No.

3. Where did you live?

I was living in the 7 arrondissement and found the apartment through a private contact. I thought it was difficult to find a place and there are also a lot of scammers you have to be aware of! It also depends on the area but I think in general the rent in Paris is expensive. I would recommend looking in the facebook group "Padam Padam" which is a group created by the danish church in Paris. They also post about events and it is also a good place to meet other people in town.

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

The expenses I had were rent, transportation and food. I think Paris is expensive but I was also going out a lot and it was important to me to explore the city! I ended up spending more money than I expected so I could never have done it without the ERASMUS grant + two other grants that I received. I would definitely recommend applying for grants!

Even though the city is expensive there are also many free things to do. Many of the museums are free if you are under age 26.