

Nilas Fridbjørg Persson  
ED19.

1. Where and when did you study abroad?

I studied in Paris at EFAP School of communications,  
from 1/9/2020 until 16/12/2020.



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

I study Entrepreneurship and design.

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

IMC(Integrated marketing communications):

IMC was about business strategies, work ethics, and in general how a company can communicate and form campaigns targeted their audience.

Really practical and challenging learning.

Digital transformation:

Is about understanding the future of technology and how it impacts our daily lives. SEO practice

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French language (Beginner):

French language, basics to start with but it gets hard very quickly in my experience. It is a great way to quickly learn basic sentences to use when you are in France.

French Culture:

Cultural insights in French culture, learn about ethics, history, Wine & Cheese.

In this course we went on trips as much as possible with the corona restrictions, we got to see a lot of French culture and understand the background.

So a very interesting course if you care about culture.

CCC (Cross cultural communication):

Learn to communicate across cultures in a business setting.

How every country has different cultural dimensions.

How to go about business if you come to a foreign country, do's and don't's.

CSR (Corporate social responsibility):

How companies position themselves by taking responsibility for their actions.

For example what is ethically correct.

Very case based course with scenarios from real campaigns that for some reason have had controversy connected to them and why.

Fashion communication:

Work out fashion campaigns and learn to understand how colours have meanings and how fashion brands think when they launch new products.

## Academic Experience

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

The process of choosing classes was alright but we got to know very late.

Also since 30 ECTS points is a requirement from KEA, I had to pick all the courses anyways.

The school did a practical day the first day and were in dialog with each of us through the whole stay. In other words they were very helpful and fast at replying to our emails.

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

I found IMC to be the best class by far because the professor was so amazing. I have never met anyone who was so invested in his students and sometimes it could even be too much because he like a coach would push you to do you very best, and once I realised what he was doing I just elevated my effort to max power and it felt great.

He was really good at pushing us and make it challenging meanwhile keeping a good spirit and humor. We learnt so much from this course about the topic and about general knowledge for entering the business world.

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

French language – this course is super relevant ofcourse, but since I had to pick 6 other courses aswell and because of lockdown I did not get a chance to learn alot, I was more invested in the other courses and I could not come out to practise my french as much as I would have liked to.

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

Personally I had some great classes all along  
There is a option to do multiple courses in french,  
few people from my class did this, but some of them had bad experiences with teachers and structure, which is a big minus on EFAP to be honest.  
Its supposed to be a world famous communication school yet their own communication sucks.

## Cultural/Personal Experience

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

Paris is a rowdy city in many ways, it is definently a big change from Copenhagen. It is very busy and not clean, you have to be aware in a completely different way. Culturally its also very different, but I found pleasure in trying to understand it and live like a french person.

2.

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

They gave us basic information about Paris do's and dont's.

I would say they were helpful, also it was always possible to ask a teacher if you had any questions.

3. What was the best cultural/personal experience during your studies abroad?  
There was many, despite Corona restrictions and what not, I had an amazing time in Paris. I stayed with my girlfriend so we had some cool times in the city and we went out to explore and party.  
We met cool people and have friends now that we are in contact with for when we return sometime after the pandemic calms down.
4. What advice would you give other KEA students going to study abroad at the receiving school?

Dont be intimidated by the french to easily they are very kind and polite people, but they will let you know how they feel and dont hold back in that way. They can be very expressive.

Try to speak french when you can, even just saying Bonjour or bon soir, goes such a long way in the heart of the french.

They love to see you trying!

I often experianced the french when I asked them

"Bonjour monsuer parle vous angle?" – Hello mr do you speak english?

they will say "little" with a really french accent.

But then usually they are actually quite decent at it.

If you on the other hand ask, "Do you speak english" you are more likely to hear them say "No" in a super french way.

## Practical Experience

1. How was the application process?
  - a. What did KEA help you with?  
KEA helped me to get a overview of my options, and have helped in every step of the application process. I found Hanne to be really good at communicating with me about the process and what I should do to complete my application etc.
  - b. What help did you receive from your school abroad?  
They mostly sent out the information, and then it was up to me.  
But I could just ask if I had any questions.
2. Did you have any practical difficulties settling down in at your destination?  
  
Besides big bags and tired legs it went pretty smooth arriving in Paris.  
Their metro network is amazing and can get you anywhere in a short time.

Culturally it is something you need to get used to but I think that depends how you look at it.

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

The school offered some study residence but it was not relevant for me since I did not like those rooms and they were overpriced aswell.

3. Where did you live?

I lived just outside Paris in a area called La garenne colombes, its placed just next to La defense.

a. Was it difficult to find accommodation?

Yes it was hard to find a place to live, I started in good time but I did not find a place before I was in Paris already.

Its a jungle out there and you need to be ready to refresh facebook pages and other appartments sites many times. Be aware of scammers, they are very common and can be hard to spot. Thats why its good to be there before doing any final deals or transferring money.

b. Was it expensive?

It really depends but yes it is expensive to live in Paris, I chose to stay abit outside the city in a place with good connections, so I could get a more local view and not be in the chaos of the city all the time, it took me just 10 min with train and about 25 by bike so it was not a problem really.

This also meant that I could get a nice big apartment for the same price as a single room in a shared apartment mid city.

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

I had expenses for **apartment**, food, experiences(Resturants etc) and transport. If you want to explore the city alot it can quickly bump up your expenses, I bought 2 bikes just when I arrived, this cost me 80€ total about the same as 1 month of train card (Which is cheaper than individual tickets)

So this was a good option for me. My girlfriend and I could go with the bike sometimes but other times its better with public transport if its a long day in the city.

5.

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

Less because of Corona restrictions and because I got a good deal on housing + Bike. (Be prepared tho since Paris is quite expensive)

