

Exchange Report

New York Institute of Technology
Fall 2017

Preface

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Introduction

When choosing exchange program at KEA I consulted my choice with Anne Dibbern. I was looking for a program available to Digital Concept Development PBA which focuses strictly on business, not design.

Anne advised me to apply for an exchange at Fashion Institute of Technology in New York with a major in Direct & Interactive Marketing. As it was my preferred destination I decided to do what it takes to make it happen. Luckily I got accepted and I was the only student from KEA visiting FIT on Fall 2017.

As far administrative process is concerned, there were some miscommunications coming from FIT side, which at first were turned to be very stressful but in the end all worked out fine.

Choosing this school I had high expectations of the academic level in the school. Fashion Institute of Technology is one of the best fashion schools in NYC, they are well-known for their technical know-how when it comes to clothing, however as far marketing is concerned it is definitely considered a secondary focus.



**Fashion Institute
of Technology**
State University of New York

Experiences at the host university

A description of the subjects you studied, with references to the learning agreement, the course unit titles and the course descriptions, which can be included as appendices.

Direct & Interactive Marketing

- ***DM211 201 Workshop In Direct Marketing Fall 2017***

Every Monday from 9:00-12:10 Prof. Elley

Program covering offer-centric marketing with focus on database.

It was an introduction to traditional and digital direct marketing based on examples of American enterprises. On the second class, we were formed into groups which we worked till the final project on December. Thanks to this program I gained basic understanding of advertising and marketing tactics in the US with a perspective on how it's been changing over the last few decades.

Class rules : Strict absence policy, Weekly Quiz

- ***DM421 701 Direct Mktg Finance & Oper Fall 2017***

Every Wednesday from 12:10-15:30

Program focused on the foundation of accounting.

Taking this program I have learnt about balance sheets and income statements, as well how to budget marketing campaigns.

Thanks to this program I gained basic understanding of finance as well as the US taxation system.

Class rules : Strict absence policy, Weekly Homework

- ***DM432 701 Direct Response Media Planning Fall 2017***

Every Tuesday from 9:00-12:10 Prof. Wang

Program focused on the media and advertising.

Taking this program I have learnt about mechanism of media business in the US as well as PR & media strategies of mainstream fashion and lifestyle brands.

Class rules : Strict absence policy, Weekly Homework

- ***DM435 701 Internet Marketing Fall 2017***

Every Friday from 12:10-15:30 Prof. Bansal

Program focused on digital marketing with focus on web, mobile as well as user experience and database.

Thanks to this program I have learnt how to evaluate web designs and it's application and analyze marketing strategies of brands in regards to e-commerce and digital.

Every student was obliged to make a presentation on one chosen topic on e-commerce, each class started from presentation, we often were assigned to SEO and SEM homeworks, individually and in groups.

Class rules : Strict absence policy, Weekly Homework

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

All the programs were interesting and rewarding specially because it helped me understand better the US market. My favorite topic was

Internet Marketing but as far teaching techniques are concerned Direct Marketing Workshop was the best.

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

Finance Class wasn't taught in a straightforward manner, as far I can see making a use of accounting in the future, teaching methods could be improved.

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

There is no choice of classes really - these are mandatory. I would suggest fashion designers to study at FIT and learn sewing and design from top Parsons professors who teach at FIT. I tried to sign up for other classes including design innovation which is my direction, but got rejected for no reason and it was really disappointing for me. I also tried to sign up for French language class and also got rejected for no apparent reason.

What challenges did you experience culturally while being abroad?

It was very interesting however I felt that, there was more barriers to get simple things done. Everyone was polite, the teachers were coaching students much more than in Europe but overall it was difficult.

How helpful was the receiving school in this process?

They were not really involved or helping. When they intended it ended with no results.

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

My favorite experience in New York was being able to visit all the art museums in the city. It is truly a great place for artists and designers to get inspired.

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

My advice is to direct Fashion design students to FIT and business students to NYU.

Social and cultural experiences

New York City is not an easy place to find friends, however school is providing plenty of small events and communities open to all students where you can make friends. My free time I spent visiting museums and discovering the city.

As far networking is concerned FIT organized weekly headhunting by top fashion brands which come to school to interview students. Attending those meeting is the best way to get a network and find a job.

Practical Experiences

I traveled to NYC by plane from Paris. It takes about 8hrs to get there. I found an room in Brooklyn Bedstuy for 1075\$ per month. Utilities are about 60\$ per month. Metro card costs 120\$ per month. Average meal in the cantine is about 10\$. Weekly a student will need a minimum of 350\$ to survive in this city.

Conclusion

Overall I'm very happy with my exchange. It was an amazing adventure to live in New York for 4 months. I wished the program was a bit more challenging and interactive but I appreciate very much an opportunity to study at FIT.