

E|F|A|P

L'école des nouveaux métiers
de la communication

Summer programs

PARIS



EFAP

The leading school in communication

Private institution,
Undergraduate and Graduate programs

A panoramic view of Paris, France, featuring the Eiffel Tower in the center, surrounded by dense urban buildings under a blue sky with light clouds.

Welcome!

Dear Students,


It will be a great pleasure to welcome you in France during our Summer School's programs!

Studying abroad is a great and challenging experience you will never forget! Our Summer School programs will allow you to discover the beautiful country of France, its language and culture, all while developing your skills in Influencer Marketing, Modern Art... and of course, make new friends from all over the world!

This guide will help you to prepare your stay and choose the program that suits you the best. Should you need any further information, do not hesitate to contact us.

We look forward to welcoming you soon,

Department of International Relations
international@efap.com

A photograph showing a group of students gathered around a laptop. The laptop lid is black and features the EFAP logo, which includes the text 'EFAP' in large letters and 'L'école des nouveaux métiers de la communication' in smaller text below it. The students are in an outdoor setting with trees and a street lamp in the background.

Why join our summer programs?

Groupe EDH is a French higher education group. For 60 years now, it has been a leader in the fields of Communication and Marketing, Art and Cultural Management, Animation, Cinema, Journalism, Graphic Design, Digital Arts, Interior Design and Production.

1. Excellent location in Paris

Our Campus in Paris is located on Boulevard Raspail, the heart of the Montparnasse neighbourhood.

3. An amazing opportunity to discover France

Introduction to the French Language and Culture, as well as guided visits of Paris most emblematic sites and food tasting. The best way to immerse yourself in the French *art de vivre!*

2. Great learning experience and credits transfer

Possibility of credit transfer in ECTS and US credit system. Taught by professionals and experts from different sectors such as Art, Communication, Fashion, Luxury, Marketing and Production. All programs include workshops, cultural and professional visits.

4. A great Team ready to support you!

A dedicated Team at the EFAP Department of International Relations will always be ready to help and make sure you make the most out of the Summer School Experience!

Testimonies




“ The two-week summer course in Documentary Production allowed me to unite my love for Paris with my love for filmmaking and meet wonderful people. The course was fascinating and I was able to acquire practical knowledge. Besides, having a finished video project by the end was really great! ”

Liliana - *from New York City*

“ My favorite part about being in class was on the final day, really getting to present my view and my perspective on the Fashion world and getting to see it from my very own eyes. ”

Kaiden - *from Canada*



Our 7 programs



French Language and Culture

📍 Paris Campus


Language: French



Influencer Marketing

📍 Paris Campus

Language: English



Re-thinking Luxury

📍 Paris Campus


Language: English



Fashion Communication in Paris

📍 Paris Campus


Language: English



**Paris Drawing Experience:
Create your own Travel Diary**

📍 Paris Campus

Language: English



Modern Art in Paris

📍 Paris Campus

Language: English



Creating a video podcast

📍 Paris Campus

Language: English



French Language and Culture



Paris Campus
Language: French



Session 2:
July 1st to July 11th 2025

An exciting introduction to the French Language and Culture

This course is dedicated to beginner level students who have never done a French language course prior to their arrival in France.

The aim 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.

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



Cultural Visits

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

Influencer Marketing



Paris Campus
Language: English



Session 1:
June 17th to June 27th 2025

A dive into the world of influencers

The EFAP Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions.

100% practical sessions, the course is designed for students related with Marketing & Communication, Public Relations, Marketing Online and Community Managers that want to start to use the influencer marketing and to be introduced on this new international trend.

- › Crédits: **3 US credits** or **6 ECTS**
- › **36 Contact hours:** Lectures, Workshop and Masterclasses
- › **12 Contact hours:** Cultural and Professional Visits



Program Advantages

- › Professional oriented
- › International learning
- › Certificate provided
- › Meet with Paris professional actors to know a successful case story

Fashion Communication in Paris



Paris Campus
Language: English



Session 1:
June 17th to June 27th 2025

A fascinating discovery in the world of fashion in Paris

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. They will explore the evolving communication tools, understand the changing communication landscape, the importance of sustainability in Fashion and develop analytical skills. Workshops, meetings with experts and masterclasses will be organized as part of the program.

- › Credits: **3 US credits** or **6 ECTS**
- › **36 Contact hours:** Lectures and Workshops
- › **12 Contact hours:** Cultural Visits



Cultural visits and company visits

- › Dior Gallery
- › Galleries Lafayette
- › Fashion Exhibitions
- › Fashion Incubator
- › Galliera Museum
- › Yves Saint Laurent Museum

Re thinking Luxury



Paris Campus
Language: English



Session 1:
June 17th to June 27th 2025

Explore the nature of luxury brand strategies

The course aims to develop a sound understanding of the nature of luxury brand strategies to develop competitive marketing and content strategies from story-building to storytelling and story-doing.

Students will discover appropriate methods and tools for structuring, formulating, adapting and implementing luxury strategies from west to east and vice versa.

- › Credits: **3 US credits** or **6 ECTS**
- › **36 Contact hours:** Lectures and Workshops
- › **12 Contact hours:** Cultural Visits



Cultural visits and company visits

- › Workshops
- › Meeting with experts
- › Company visits

Modern Art in Paris



Paris Campus
Language: English



Session 1:
June 17th to June 27th 2025

The opportunity to discover Western modern art in Paris

Modern Art in Paris offers an introduction to the history of Western modern art and provides a foundation in the knowledge and skills of art history.

The course articulates theory and practice. The students will explore the diversity of modern creations: from painting and sculpture to photography, performance, installation, architecture, and design.

- › Credits: **3 US credits** or **6 ECTS**
- › **36 Contact hours:** Lectures, Cultural Visits
- › **12 Contact hours:** Cultural Activities



Cultural Visits

- › Orsay Museum
- › Picasso Museum
- › Georges Pompidou Center
- › Louis Vuitton Foundation

Paris Drawing Experience: Create your own Travel Diary



Paris Campus
Language: English



Session 2:
July 1st to July 11th 2025

Discover Paris from a different angle !

Our campus in the center of Paris will welcome students who wish to combine their love of art and drawing with their desire to discover the beautiful city of Paris.

This program is tailored for students seeking to broaden their creative horizons and enhance their inspiration. Throughout this summer course, participants will explore Paris from a unique perspective as they craft their personalized travel diary, capturing their experiences through a visually engaging graphic report.

- › Credits: **3 US credits** or **6 ECTS**
- › **36 Contact hours:** Lectures and Exhibitions
- › **12 Contact hours:** Cultural Visits



Visits and places to practice drawing :

- › Place des Vosges
- › Covered passages
- › Palais Royal Garden
- › Arènes de Lutèce
- › Luxembourg Gardens

Creating a video podcast



Paris Campus
Language: English



Session 2:
July 1st to July 11th 2025

The opportunity to learn how to create and produce

During this course students will learn how to produce and record a live program.

Accompanied by audiovisual experts, the students will discover and put into practice the skills needed to create and produce podcasts.

- › Credits: **3 US credits** or **6 ECTS**
- › **42 Contact hours:** Lectures and Project coaching
- › **6 Contact hours:** Cultural Visits



Studio where teaching take place

The studio is used to produce video capsules, interviews or broadcasts. Programs are recorded and can be streamed live over the Internet. The audio/video control room enables live management of sound and video sources.

Practical Information

How to get to our Paris Campus?



Raspail Campus 214 Boulevard Raspail, 75014

Located in 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: Vavin or Raspail (Line 4)
Stop: Edgar Quinet (Line 6)

Train line

Stop: Port Royal (RER B Line)

Practical Information

Student housing

Students have two options for housing during their stay in Paris:

- › Student residences about 20 minutes away from the campus
- › shared flats

If you need help, do not hesitate to contact us international@efap.com

Optional Housing (single or double room):

- › 900€ for 2 weeks
- › 1800€ for 4 weeks

Session 1

Arrival Date: Monday, June 16th, 2025

Program start: Tuesday, June 17th, 2025

Session 2

Arrival Date: Monday, June 30th, 2025

Program Start: Tuesday, July 1st, 2025

Public transportation

Please note that if you stay in one of our partner student residences, your Metro card will be included. In Paris, RATP is in charge of most of the public transportation. **Metro card costs around 85 euros per month** and will allow you to use the metro, bus, RER and TRAM.

You also have the option to buy it weekly (5 euros pass + 30 euros per week).

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



Other experiences during your stay

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

Every year, the **“Fête de la musique”** takes place in Paris on the 21th of June (celebrating the first day of summer) and music fills the streets of the capital.



“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 **Château de Versailles**, a great opportunity to immerse yourself 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 Paris!**





Application Procedures

Application Deadline - April 30th

The application must be done online through our website:
www.efap.com/summer-school

Tuition Fee

Programs in Paris:

- › 1500€ for a 2-week program
- › 3000€ for a 4-week program

Optional Housing (single room or studio):

- › 900€ for 2 weeks
- › 1800€ for 4 weeks

Contact

For further information, please contact us: **international@efap.com**
and **visit the website: www.efap.com/summer-school**

Follow us on social media



@efap_international



efap.international

1 leading group,
14 prestigious schools,
36 campus in France
and abroad

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de la communication

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I|C|A|R|T

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

icart.fr

E|F|J

L'école
du nouveau
journalisme

efj.fr

BRASSART

L'école
des métiers
de la création

brassart.fr

MOPA

L'école
internationale
du cinéma d'animation

ecole-mopa.fr

CREAD

L'école
des métiers
de l'architecture intérieure

cread.fr

ÉSEC

L'école
des métiers du cinéma
et de l'audiovisuel

esec.fr

**ÉCOLE
BLEUE**

Architecture intérieure
et métiers du design

ecole-bleue.fr

**3W
ACADEMY**

L'école
des nouveaux métiers
du code et du numérique

3wacademy.fr

IFA Paris

L'école
internationale
des métiers de la mode

ifaparis.com

cesine

Escuela Universitaria
de Negocios,
Comunicación & Diseño

cesine.com

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CENTRO OFICIAL DE ESTUDIOS SUPERIORES

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G N O M O N

gnomon.edu

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