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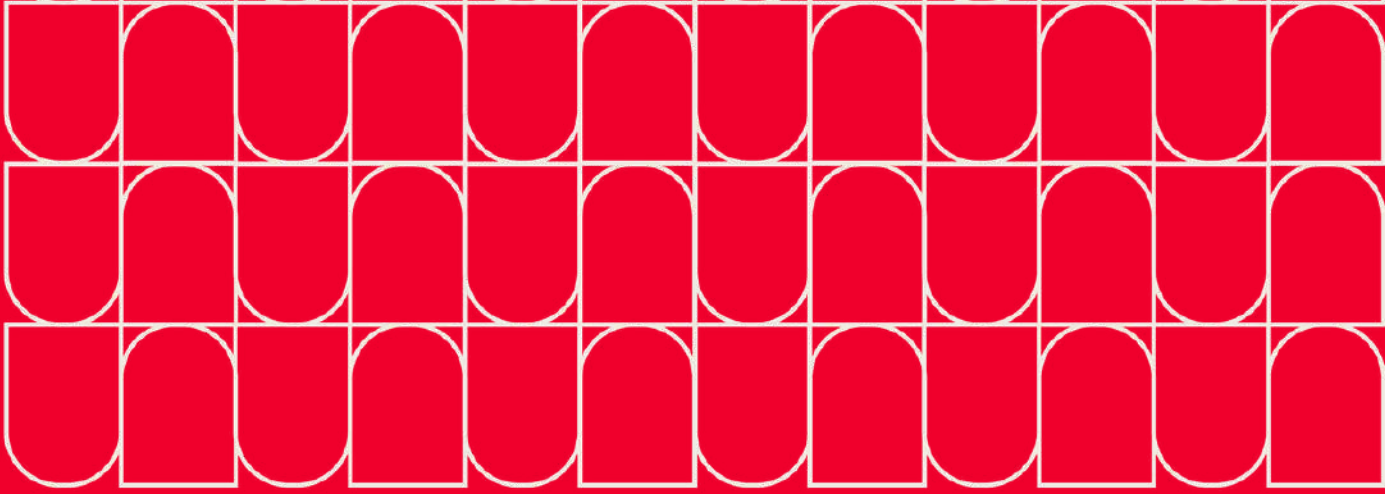


LUXURY MARKETING & CONSUMER EXPERIENCE

JANUARY 17TH - 30TH 2027

2027
WINTER





Introduction to ESSCA

ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year programme to become managers in marketing, finance, and management in an international environment.

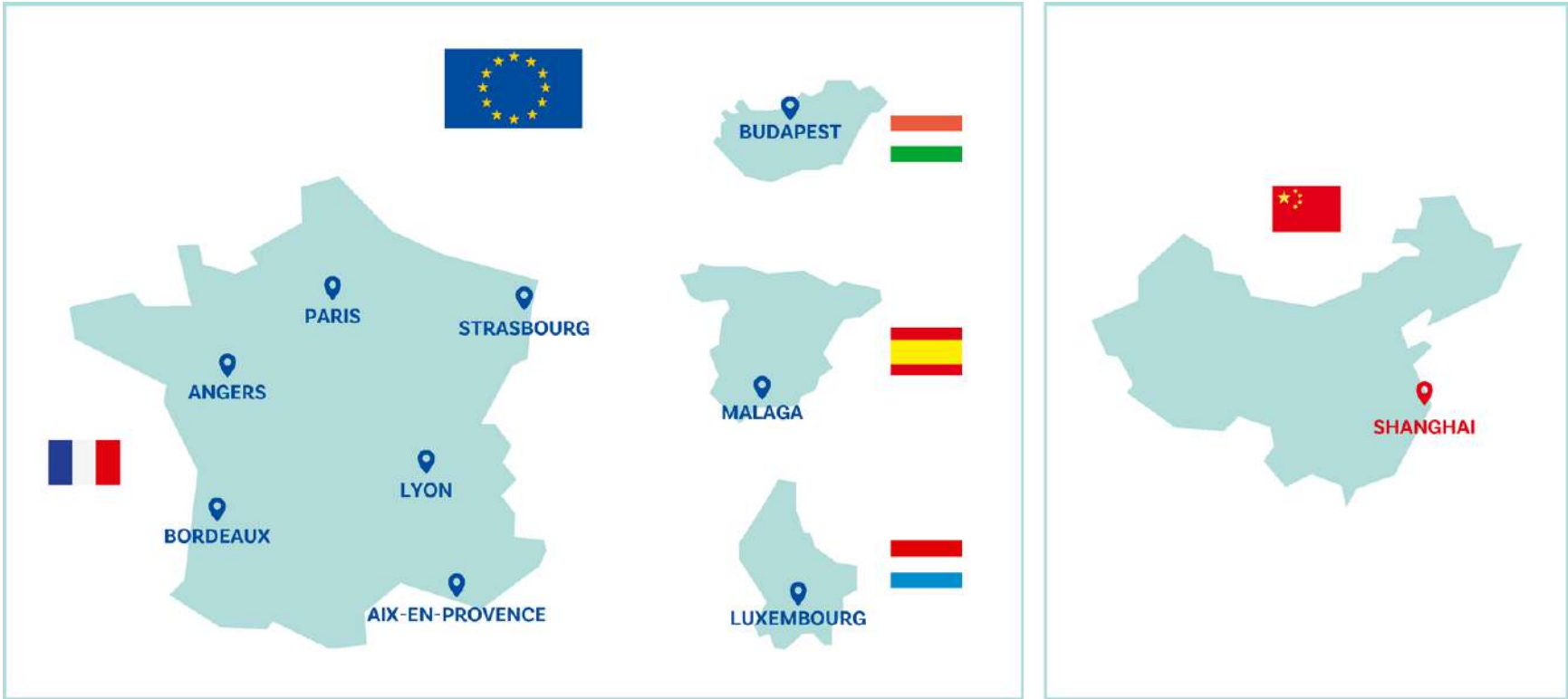
One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the Master's degree, the EPAS certification, the AACSB accreditation and the EQUIS accreditation. In 2025, ESSCA ranked 68th in the Financial Times ranking.

ESSCA offers international programmes on 10 sites: Angers, Paris, Aix-en-Provence, Strasbourg, Malaga, Luxembourg, Budapest and Shanghai, along with a network of 250 partners universities in 54 countries.
At present, the school works with some 3,000 companies.



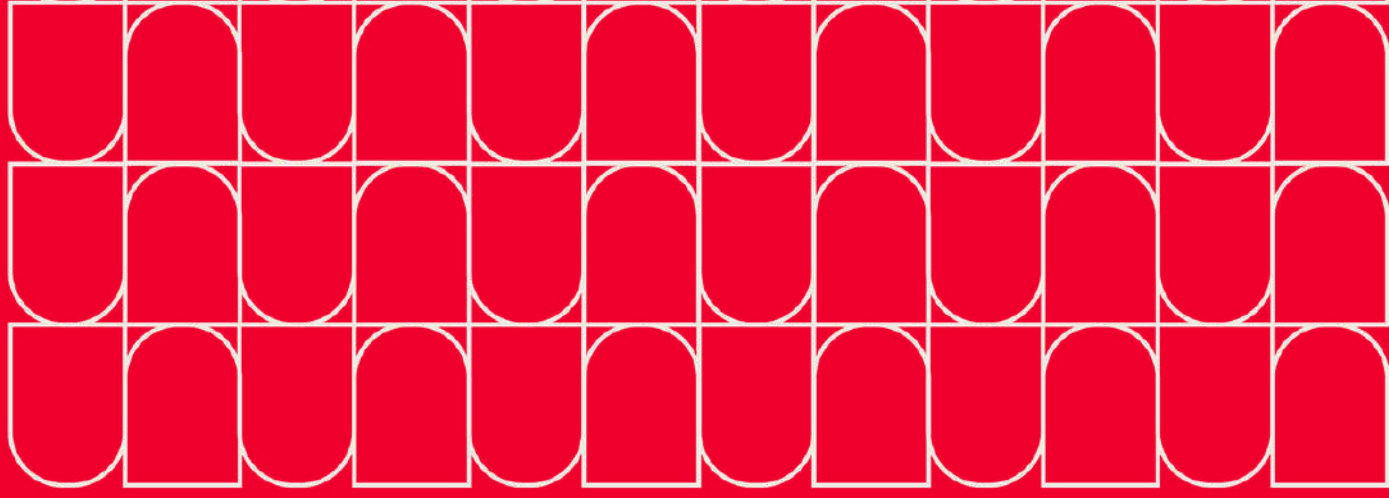
ESSCA: Creating Futures

In the top 1% business schools worldwide



ESSCA key figures





Presentation of the Programme

The Programme



- ▶ Intensive 2-week programme
- ▶ Entirely taught in English
- ▶ Open to undergraduate and postgraduate students
- ▶ Provides a knowledge into the essential aspects of Marketing and Consumer Experience in the Luxury Industry
- ▶ Includes field trips to outstanding cultural sites, such as Dior Gallery and other industry-related visits as well as cultural and social events (boat tour, guided tour)
- ▶ 7,5 ECTS
- ▶ 53h of study:
 - 44h of courses face to face
 - 9h of unsupervised work

Teachings

Luxury Marketing & Consumer Exeperience

This course is designed to introduce the student to the nature and practice of international luxury marketing management. This will include an understanding of international luxury marketing terminology, models and concepts. The course develops an awareness of the complexities found in luxury international marketing. Focus is given on understanding the international luxury marketing environment and marketing management tools, based on the sectors of luxury fashion and fragrance.

This course has several distinct parts:

- Introduction to Luxury
- Luxury consumer and market trends
- Luxury Brand Management
- Luxury Marketing

Teaching hours include field trips and a 2-hour online pre arrival course session on the 7th of January. 2 time slots will be offered to accommodate students from across the world

Extra-curriculum



- ▶ Cultural visits
- ▶ Boat tour on the Seine
- ▶ Welcome & farewell events

Key dates

- ▶ Nomination deadline: 1st of November
- ▶ Application deadline: 10th of November
- ▶ No refund after the 13th of November
- ▶ Accommodation checking-in date: 15th of January
- ▶ Compulsory pre-arrival course session: 7th of January (2 time slots will be proposed)
- ▶ Programme on-site starting date: 16th of January
- ▶ Programme ending date: 29th of January
- ▶ Accommodation checking-out date: 30th of January
- ▶ After the application deadline, please check directly with us if there are still places available



Practical Information

Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor and/or local Embassy. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

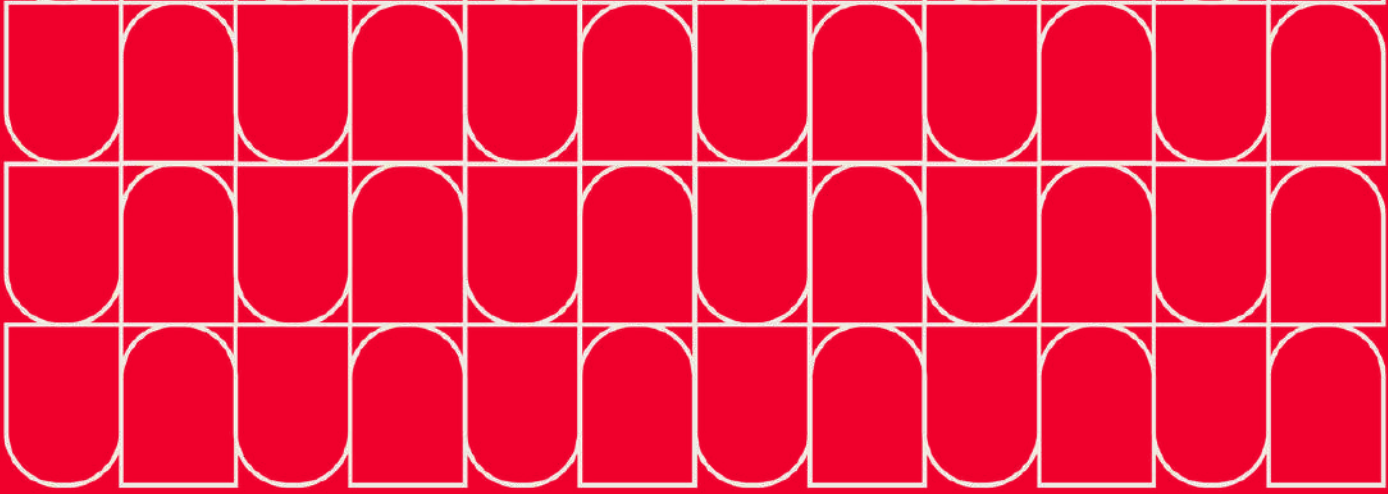
Class time and textbooks

Generally, students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers, but a laptop is highly recommended.

The Campus

- ▶ Only 20 minutes away from Paris City Center
- ▶ A worldwide luxury and fashion destination
- ▶ A central hub to visit all of France and Europe, from Marseille to London or Berlin





Practical information

Accommodation



- ▶ Shared studio with twin beds
- ▶ No breakfast but a “kitchenette” in your room
- ▶ Centrally located in Paris
- ▶ 45 minutes by metro from campus

Fees

	Normal fee	Exchange discounted fee*
Twin occupancy	2500€	1800€

**To benefit from the exchange rate, you must be nominated by your home university*

Included

- ▶ Courses and course material
- ▶ Accommodation in twin same gender room
- ▶ Welcome and farewell social events
- ▶ Cultural and field trips
- ▶ A 55€ non refundable administration fee

Not included

- ▶ Personal expenses
- ▶ Meals
- ▶ Transportation (local public and international)

Entry Requirements



- ▶ Students must have undertaken at least 1 year of undergraduate study at their home institution
- ▶ Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)
- ▶ Space limited, waiting list possible
- ▶ Applications will be processed on a “first come, first served” basis, including nomination



ESSCA

SCHOOL OF
MANAGEMENT

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92513 Boulogne-Billancourt

We look forward to seeing you!

Creating Futures



AACSB, AMBA, and EQUIS
accredited

Associate member
of UCO (Université Catholique
de l'Ouest)

Member of FESIC and
Conférence des Grandes
Ecoles

EESPIG certified



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