Take your academic journey global this summer. Come to Audencia.

Studying at Audencia means learning at one of the best universities in France – a world-renowned management education and research institution.

Highly ranked and triple accredited, Audencia’s superior curriculum and deep connections with the business world translate into proven results for graduates of our programmes, whether they go on to further study or into the job market.

Audencia attracts students from 85 countries and faculty from around the world. And with more than 160 global academic partners, we offer a truly international environment for learning and engagement.

Located in beautiful, welcoming Nantes

Nantes, a thriving modern metropolis with old-world flair, has been recognised as Europe’s most livable city. There’s easy-to-use public transportation with stops right on campus, just 15 minutes from the centre of town. Just two hours from Paris and a half hour from the Atlantic coast, it is a magnet for students and visitors, with countless historic sites and attractions. Major European destinations are also within easy reach by flight or train.
AUDENCIA’S SUMMER TERM

A lively blend of learning & experience

Whether you’re ready to launch your career or plan to go on to further study, Audencia is the ideal gateway to success.

Our intensive eight-week term, conducted entirely in English, features:

• Superb and approachable academic staff with extensive practical expertise
• Focus on marketing, management and communications
• Deep connections to French and global businesses
• Curriculum infused with global contexts and practices
• Small class sizes and dynamic group projects
• Weekly company visits with tours and staff discussions
• Unique four-day study tour to Brussels to learn about the European Union (optional)

With built-in flexibility and lots of support, you can design your ideal summer:

• Take optional French lessons
• Earn academic credit, an official certificate and a transcript
• Create a tailored programme of less than eight weeks (if desired)
• Get thorough and attentive student services support

“I had a fantastic summer and was able to meet students from all around the world. Exchanges like these provide invaluable skills that you will be able to apply in an increasingly global business world.”

Eric R., University of Cincinnati, United States
Summer Term 2018 participant
Summer in Nantes is full of adventure!

Our French students organise social outings for our Summer Term students – to local celebrations such as the Fête de la Musique and the Nuit de l’Erdre (music festivals) as well as trips to the beach, a special farewell dinner and much more.

Like Audencia Summer Term on Facebook!
You can take the full eight-week course for up to 30 ECTS credits, or select weekly courses to meet your needs and interests. Through this dynamic programme, you will:

- Broaden your business knowledge
- Learn about European market and management practices
- Enjoy a combination of courses, company visits and group projects
- Visit companies such as Cartier, Louis Vuitton, EDF and Cointreau
- Learn about the European Union on a four-day visit to Brussels

Credits are guaranteed by Audencia, but your home university decides whether to accept these credits within the context of your studies. Please discuss this with your study advisor in advance, directing your advisor to us with any questions about the content or level of the course.
# 2019 COURSES

## Summer Term Schedule

**May 20 – July 12, 2019**

Full course descriptions available on our website. Students may select one course per week. 1 US credit = 2 ECTS

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>MODULES</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td>1</td>
<td>May 20 – May 24</td>
<td>Branding and Advertising Strategies&lt;br&gt;Cross-Cultural Management</td>
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<tr>
<td>2</td>
<td>May 27 – May 31</td>
<td>Social Media and Global Impact&lt;br&gt;Global Sales</td>
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<tr>
<td>3</td>
<td>June 3 – June 7</td>
<td>Digital Marketing&lt;br&gt;Leadership&lt;br&gt;European Union: History, Institutions and International Relations</td>
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<tr>
<td>4</td>
<td>June 10 – June 14</td>
<td>International Marketing and Communications&lt;br&gt;European Economics&lt;br&gt;Business Environment in Latin America</td>
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<tr>
<td>5</td>
<td>June 17 – June 21</td>
<td>Psychology of Money and Consumer Behaviour&lt;br&gt;Europe’s Productivity Challenge</td>
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<tr>
<td>6</td>
<td>June 24 – June 28</td>
<td>European Finance&lt;br&gt;Big Data, IT and Marketing</td>
<td></td>
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<tr>
<td>7</td>
<td>July 1 – July 5</td>
<td>Sport Business Management: From Traditional to E-sports&lt;br&gt;International Business</td>
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<tr>
<td>8</td>
<td>July 8 – July 12</td>
<td>Study Trip to Brussels</td>
<td>2 ECTS</td>
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For each module: 4 ECTS credits, 24 hours

*Courses listed are representative and subject to slight changes.*

## Tuition

<table>
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<tr>
<th>STUDENTS FROM:</th>
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<tr>
<td><strong>Partner universities</strong></td>
<td>No additional tuition</td>
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<tr>
<td><strong>Other universities</strong></td>
<td>€500/week (tuition only)&lt;br&gt;€750/week (tuition &amp; student residence)&lt;br&gt;€900/week (tuition &amp; luxury residence)</td>
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*Discounts may apply according to the length of your stay.*
We welcome highly motivated students with a good command of English at the bachelor’s and master’s levels.

Students from Audencia’s partner universities must be nominated by their programme coordinator. Audencia has 260 international partners around the world. Check with your international office to see if your institution is one of them.

**Deadline**
Apply by March 15, 2019

**Questions?**
Our Summer Term Manager can help.

Contact us at summer@audencia.com

“My experience with Audencia and in Nantes, France, was one I will always remember fondly. The students were a pleasure to work with and applied the course material to their personal and professional lives. They demonstrated a level of comprehension and understanding that I typically hope to see at the end of a 15-week semester. I recommend the Business Summer Term to global students interested in an enriching academic experience in a lively community.”

Scott F., guest instructor, Miami University, United States
never stop daring