

**Mod Art France**  
**Study abroad programme**

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**Modules taken from January to end of March  
2<sup>nd</sup> semester**

Global Fashion World seen from France	4 CREDITS
Luxury Brand Equity Management	4 CREDITS
E-Marketing and Strategic Communication with Social Media	4 CREDITS
Trends in Leatherwear and Accessories	4 CREDITS
Consumer Behaviour in the BRIC countries	3 CREDITS
Fashion Journalism	3 CREDITS
Logistics (purchasing & procurement)	2 CREDITS
CASE STUDY	4 CREDITS
LANGUAGE French Language programme	2 CREDITS