



INTERNATIONAL
UNIVERSITY
OF MONACO



SUMMER

UNIVERSITY

BROADEN YOUR INTERNATIONAL EXPOSURE



SUMMER VIBES IN MONACO

The Summer University is designed for college/university students and anyone holding bachelor's, master's, or upper degrees seeking to expand their international exposure.

Located between the French and Italian Rivièras, the Principality of Monaco, is the ideal starting point to explore iconic coastal destinations like Saint-Tropez, Cannes, Nice, and Sanremo. With easy transportation, short distances, and a wealth of activities, it's a hub where sports, culture, and lively festivities are part of daily life. This multicultural place provides an excellent opportunity to study and engage in industries known for excellence. With more than 70 nationalities on campus, IUM is one of the most diverse universities in the world while remaining an intimate and human-scale business school. This directly enhances the quality of the overall academic experience since it creates an incredibly dynamic and cross-cultural environment nurtured by exchanges of knowledge and mutual comprehension.

300
DAYS OF SUNSHINE

+70

5,600
COMPANIES

100%
THE SAFEST PLACE
IN THE WORLD

THE HOW

Imagine a place where small class sizes foster personalized attention and deep engagement while an international student body opens your mind to diverse perspectives. The International University of Monaco's compact campus creates a close-knit community, while its connections to the global business and cultural scene expand your horizons.

**AN INTERNATIONAL
EDUCATION
FOR A WORLD OF
OPPORTUNITIES**

Whatever you choose during your summer holiday, you will find a variety of activities across the Monaco area.

Beach activities and other sports like running, cycling, tennis, golf, horse-riding, and exploring nature reserves and parks are available. Additionally, there are opportunities for boat trips, sailing, yachting, kayaking, diving, and more. Monaco offers diverse recreational options to suit every taste and preference.



SUMMER EVENT CALENDAR

JUNE

- Monte-Carlo International Jumping
- Monte-Carlo Television Festival
- Exhibition «Top Marques Monaco»

JULY

- Herculis Monaco
- Monte-Carlo Sporting Summer Festival
- Red Cross Gala Ball

AUGUST

- Monte Carlo International Fireworks Festival



LUXURY BUSINESS & COMMUNICATION

IUM Summer University offers unique expertise in Luxury Business & Communication through exclusive experiential learning in our exciting laboratory of teaching.

Experience an intensive summer program delving into the distinctive features of France's luxury sector and Monaco's influential position. Master cutting-edge marketing and communication, putting theory into practice through tailored luxury industry visits and rich cultural experiences.

FROM JUNE 30th TO JULY 11th

60 HOURS FACE-TO-FACE

MONDAY TO FRIDAY
9.00am-12.15pm
1.30pm-4.45pm

PRICE: € 2.750

THE UNIVERSITY PROVIDES OUR STUDENTS WITH **SIGNIFICANT ACADEMIC INSIGHTS**, **INTERNATIONAL EXPOSURE**, AND AN **ENTREPRENEURIAL MINDSET**, ALL UNDER THE MEDITERRANEAN SUNSHINE.

Earn 4 US credits

PROGRAM CURRICULUM

DIGITAL LUXURY COMMUNICATION MARKETING

This course explores how luxury brands navigate the digital world while preserving their essence. We'll delve into cutting-edge digital strategies and analyze online vs. offline marketing plans, including social media strategies. A field trip to Monaco's premier shopping district will allow us to compare the physical and digital luxury shopping experiences firsthand.

CROSS-CULTURAL COMMUNICATION IN THE LUXURY SECTOR: A MONACO PERSPECTIVE

This course introduces students to the importance of soft skills, international etiquette, and cross-cultural communication in business. The course presents facts about cross-cultural communication in the luxury sector, providing examples from the Principality of Monaco.

LUXURY MARKETING

This course provides an overview of the foundational aspects of luxury, luxury branding, and marketing, especially regarding communication and distribution, and will highlight the future of luxury.

EVENT MANAGEMENT IN LUXURY

This course delves into the practical aspects of event creation, organization, and management, leveraging real-world examples to showcase efficient tools and methodologies. Students will apply their acquired knowledge through a hands-on micro-project, culminating in a presentation at the course's conclusion.

15 HOURS PER TOPIC

EXAMPLES OF KEY CASE STUDIES

CHANEL

HERMÈS

DIOR

PRADA

MONTE-CARLO SOCIÉTÉ DES BAINS DE MER

EXAMPLES OF COMPANY VISITS & GUEST SPEAKERS

FERRARI SCUDERIA MONTE CARLO

ROBB REPORT MONACO

DWORLD

CASINO SQUARE STORES

GRIMALDI FORUM

The University can assist enrolled students in their search for accommodation for the Summer University. IUM Student Services will also provide information regarding visas, transportation, entertainment, and more.

Contact: summerprograms@monaco.edu





WHO CAN APPLY?

Eligible applicants are current college/university students and/or individuals aged at least 18 with bachelor's, master's, or higher degrees.

APPLY ONLINE


www.monaco.edu

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-  [@universityofmonaco](https://www.tiktok.com/@universityofmonaco)

APPLICATION DEADLINE SUMMER SCHOOL JUNE 6TH, 2025

Please submit your application by the stated deadline. Applications submitted after the deadline will be considered on a case-by-case basis.

 **OMNES EDUCATION** The International University of Monaco is a partner of OMNES Education, one of the largest French educational institutions with campuses in Paris, Bordeaux, Lyon, Chambéry, Beaune, Rennes, London, Monaco, Geneva, Lausanne, Munich, Barcelona, Abidjan and San Francisco.

ACCREDITATIONS & RANKINGS



AACSB Accredited



AMBA Accredited

MEET US

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FOR FURTHER INFORMATION

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WWW.MONACO.EDU

SUMMER UNIVERSITY

Prices below are for 2025 edition
€2.750

