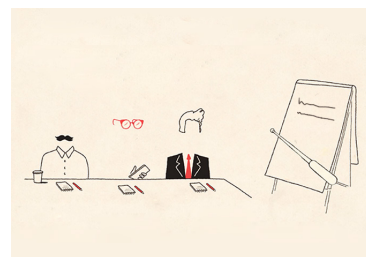


The language center at the French Embassy of Korea is part of a network of 96 centers around the world and has established a reputation for high-quality face-to-face and distance learning courses. The language center offers French courses as well as many activities such as concerts, cinema festivals, art exhibitions, meet and greets with authors and social events.

Requirements

"In Korea, the language learning environment is unique. Competitiveness in the job market requires learning and mastering several foreign languages. Students enrolled in local universities are very ambitious, and generally strive to go beyond their school curriculum. They choose to start more specific training in order to accelerate their learning. From their perspective, they must get the best results possible in their exams, the best grades during their school years and overall, the best possible teaching. As a rule, Koreans much prefer face-to-face teaching. They enjoy proximity with the teachers and like the traditional aspect of such courses. However, the pandemic forced us to adapt very quickly, and e-learning became the norm." says Emmanuel Lainé, Director of the language center at the French Embassy of Korea.



The Gymglish approach

Since 2019, the language center at the French Embassy of Korea has added Frantastique to its catalog, a French course designed by Gymglish. The center now offers Blended Learning packages - a mixed training environment that includes face-to-face learning and online training.



Benefits

"Launching the Frantastique course enabled us to reach a new audience. We had already started thinking about diversifying our catalog. Your product immediately appealed to us as it was easy to set up and manage on a daily basis. I believe your online lessons meet a demand among Koreans, who are very Internet-oriented. Almost immediately, we noticed large numbers of people signing up for the free trial. Today, our main challenge lies in re-motivating our students who are beginning to experience frustration, after a year of distance learning. We hope that Gymglish's short and fun lessons, adapted to their respective levels, will boost language learning. In any case, I look forward to seeing how it goes!" concludes Emmanuel Lainé.

