

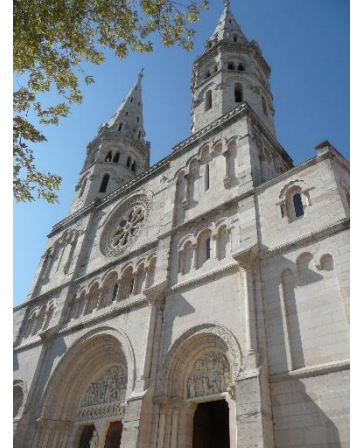
Exploring Marketing Practices and Culture in France's Burgundy Region

Summer 2014

Program Description

Laura Downey, Program Leader

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Academic Program – The course is focused on understanding the marketing practices and culture of the Burgundy region of France. The regional economy is strongly rooted in traditional industries, such as wine, agriculture, and tourism, and it also boasts a significant presence in other types of industry such as fashion and technology. We will explore and visit companies in this region to talk with their leadership about how they accomplish their marketing goals.

MGMT 39000 – Exploring Marketing Practices in France's Burgundy Region: This one credit course will provide an examination of marketing practices in France and compare and contrast them with those in the United States. The curriculum consists of on-site visits to businesses and industries in the region.

Excursions – In addition to businesses, some excursions to local cultural destinations in Macon and Lyon are included such as an architectural tour and visits to local historical sites. An optional day trip to Paris is available.

Accommodations – Students will stay in a double or triple occupancy hotel suite with fellow students. Some meals will be provided. Transportation to and from the airport will be provided as well as to/from included activities. See Chateau de la Barge website at <http://www.chateaudelabarge.com/>

Estimated Program Costs and – The 2014 program fee is ~\$2200 plus airfare. The program fee includes tuition for the one credit course, program certificate, housing, excursions, ground transportation to and from the airport and to all included excursions, guided tours, and some meals.

Scholarships - Most students qualify for a \$1000 scholarship through the Study Abroad Office.

Program Dates – Arrival in Macon, France Sunday, May 11, 2014 with departure on Sunday, May 18, 2014

Purdue Credit – 1 CREDIT available for MGMT 39000 (**Exploring Marketing Practices and Culture in France's Burgundy Region**)

Language Requirement – None

Deposit - \$500 non-refundable deposit upon acceptance

Application: <http://www.studyabroad.purdue.edu/programs/flyer.cfm?flyer=1082>



Brief Itinerary



Time	Event	Activity	Costs
Saturday, May 10, 2014			
Day	Depart USA	Travel to Lyon, France	Student Expense
Sunday, May 11, 2014			
Day	Arrival	Ground transportation from Lyon Airport to Macon; Accommodations at Chateau de la Barge	Included
Dinner	Welcome Dinner	Our first dinner together will be a chance to get to know our hosts and one another.	Included
Monday, May 12, 2014			
Morning	Village of Macon and Soltaire Rock Historical Site	Tour	Included
Afternoon	Macon Tourism Bureau - Patrick Revoyre / Diane De Filipi	Tourism Marketing Strategies	Included
Tuesday, May 13, 2014			
Morning	Les Biques des Vijnys Goat Dairy	Tour (Optional)	Student Expense
Afternoon	La Granouille Frog Farm	Tour (Optional)	Student Expense
Wednesday, May 14, 2014			
Morning	French Cooking Class with Executive Chef Franz of Chateau de la Barge	The chef will answer questions about the food and engage students in preparing some traditional French dishes.	Included
Lunch		Students will consume the foods they have prepared at Chateau de la Barge	Included
Afternoon	Domaine le Granges Boutique Artisan Winery	Tour, Tasting, and Discussion of Marketing Activities	Included
Dinner		Students will consume the foods they have prepared at Chateau de la Barge	Included
Thursday, May 15, 2014			
Day	Train to Paris (Optional)	Free Time	Student Expense
Friday, May 16, 2014			
Morning	Studio of Fashion Designer Monsueir Crepee	Check out and transfer to Hotel Mercure in Lyon Marketing in the High Fashion Industry	Included
Afternoon	SynTech Research - A leading global independent product development company	Tour and discussion of product development and marketing in agriculture and biotechnology	Included
Saturday, May 17, 2014			
Morning	Lyon Saturday Street Market		Included
Sunday, May 18, 2014			
Morning	Depart	Ground transportation to airport	Included
*Breakfast included at hotel each day			



Our guide, interpreter and escort throughout the experience will be Diane Defilipi, who is owner of Ask Diane Hospitality Services, and is based out of Napa Valley, California. Diane has many years of experience hosting groups and is highly regarded for her knowledge and connections in Europe.