

2012

2012 International Marketing European Study Tour Stevenson University Tour Summary (May 11 – 28)

MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
⇩ Quick Overview ⇩		3-Credit Course - Required - All Students	1-Credit Courses - Required - FM Majors	Pre-Trip Classes	May 11 BWI Depart	12 Paris
City ⇩	Nights ⇩	Company ⇩	Classes ⇩	Free Days ⇩		
Pre-trip			3			
Paris	5	4	1	2.5		
Milan	6	2	1	3		
Prague	5	3	1	2		
Post-trip			1			
Totals	16	9	7	7.5		
13 Paris	14 Paris	15 Paris	16 Paris	17 Paris Milan	18 Milan	19 Milan
AM: Free time	8:00 AM – 9:30 AM: Fashion OCO Class	11:00 AM – 12:00 PM: Amaury Sport (A.S.O.)	11:00 AM – 1:30 PM: Fashion OCO Class - Louis Vuitton Marc Jacobs Exhibition	6:00 AM – 6:45 AM: Bus xfer to Gare de Lyon 7:49 AM – 2:45 PM Paris to Milan Artesia Day Train #9241 2:45 PM: Cultural sightseeing tour on transfer coach w/guide (3x2-day Metro pass incl.)	8:00 AM – 9:30 AM: Fashion OCO Class	AM + PM: Free time or Venice Day Trip (optional at students expense)
PM: Free time	9:45 AM – 12:00 PM: Int'l Marketing Class	2:30 PM – 4:30 PM Balenciaga	3:00 – 5:00 PM: Paris Wine Museum commentary by Dr. Philippe Van Berten		9:45 AM – 10:45 AM: my-milano.com	
	2:00 PM – 4:00 PM: Air France	5:45 PM – 7:45 PM: Galleries Lafayette VIP guided tour			10:45 AM – 12:00 PM Int'l Marketing Class	
20 Milan	21 Milan	22 Milan	23 Milan Prague	24 Prague	25 Prague	26 Prague
AM: Free time	9:30 AM – 11:45 AM: Vibram <i>Private bus to Albizzate</i>	10:00 AM – 11:00 AM: Bottega Veneta	7:30 AM – 8:30 AM: Bus to Malpensa Airport 10:45 AM – 12:15 PM: EasyJet #2583 flight to Prague Ruzyně 12:15 PM: Cultural sightseeing tour on transfer coach w/guide (3+2 day Metro pass incl.)	10:00 AM – 1:00 PM Berlitz <i>Overview, Czech lesson</i>	9:30 AM – 11:45 AM: Salamander	AM: Free time OR Fashion OCO Class (4 hours)
PM: Free time	3:00 PM – 5:00 PM: Educational Silk Museum <i>Private bus to Como</i>	11:00 AM – 1:30 PM: Fashion OCO Class		2:30 PM – 4:00 PM: Vintage-clothes.cz <i>Founder tour + Q&A</i>	2:15 PM – 4:30 PM: Int'l Marketing Class	PM: Free time
		1:30 PM – 3:00 PM Group Lunch @ "A Summer Place"			5:00 PM – 7:30 PM Group Dinner @ "Los v Oslu"	
27 Prague	28 Prague BWI	Course Time Requirements	Post-Trip Class	⇩ Hotel Information ⇩		
AM: Free time	4:15 AM – 5:00 AM: Bus xfer Prague Airport 7:10 AM – 9:00 AM: AF #2387 / Czech #0758 to Paris CDG (1:50 hours) 10:35 AM – 12:55 PM: Air France #028 to Dulles (8:20 hours) 1:30 PM: Bus to SU	3-Credit Course (37.5 Hours) 3 Pre-Trip Classes @ SU x 2.5 Hours = 7.5 Hours 9 Company Visits & 3 Classes x 2.25 Hours = 27.0 Hours 1 Post-Trip Class x 3.0 Hours = 3.0 Hours FM or BusAd OCO (15 Hours): Pre-trip Class - 1 Hour + Each city - (4 Hours * 3 cities) + Post-trip - 2 Hours = 15 Hours	Fri, Jun 8, 6:00-9:00 PM: Due: presentation, project paper, store comparison report, business and cultural observations journal OCO Post-Trip Class: Date to-be-announced	Paris (5 nights): Hotel Opera Cadet 24, rue Cadet 75009 Paris, France Tel: (011-33) 1-5334-5050 Continental breakfast included Milan (6 nights): Hotel Ibis Milano Centro Via C. Finocchiaro Aprile 2 20124 Milan, Italy Tel: (011-39) 026-3151 Buffet breakfast included	Prague (5 nights): Hotel Chopin Opletalova 960/33 110 00 Prague 1, Czech Republic Tel.: (011-420) 225-381-111 Continental breakfast included Travel Note: For company visits, we will depart from hotel lobby one hour before company visit start time unless instructed otherwise; check your eMail each evening	Notes: • 18 students + 3 Profs; • PASSPORT REQUIRED; • All participants must be 18+ yrs; • Students will be paired and will stay in double-rooms; • Students will take 3-4 credits – 2.0 GPA + good standing; • Sightseeing tours count as half free days • All items are subject to change.