

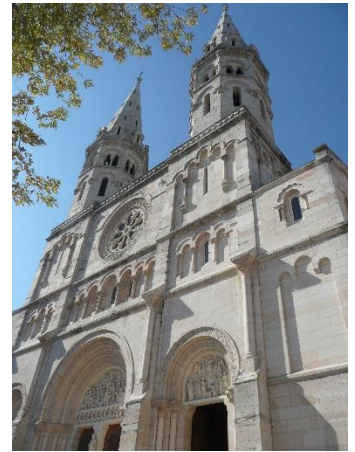
# Exploring France's Burgundy Region

May 12-19, 2017

## Program Description

Laura Downey, Program Leader

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**Academic Program** – The course is focused on understanding the 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 visit companies in this region to talk with their leadership about how they accomplish their goals.

The one credit course also provides opportunities to experience the French culture. Excursions include an architectural tour of Lyon, visits to local historical sites, wine tastings, and a cooking class on traditional French cuisine. Along the way, students will learn both about the French people and themselves. An optional visit to Paris is available at the end of the program.

**Accommodations** – Students will stay in a double or triple occupancy hotel suite with fellow students. Many 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 2017 program fee is ~\$2500 plus airfare. The program fee includes tuition for the one credit course, housing, excursions, ground transportation to and from the airport and to all included excursions, guided tours, and most meals. The fee also includes a mandatory \$350 study abroad fee and insurance.

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

**Program Dates** – Arrival in Lyon, France Friday, May 12, 2017 with departure on Friday, May 19, 2017. Students may elect to return to the US through Paris for a small extra fee.

**Purdue Credit – 1 CREDIT** available for MGMT 39000 (**Exploring Marketing 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>



Time	Event	Activity	Costs
Thursday, May 11, 2017			
Day	Depart USA	Travel to Lyon, France	Student Expense
Friday, May 12, 2017			
Day	Arrival	Ground transportation from Lyon Airport to accommodations at the Hotel Phenix	Included
Dinner	Welcome Dinner Fines Gueules	Our first dinner together will be a chance to acclimate to the city and get to know one another.	Included
Saturday, May 13, 2017			
Morning	Historic Lyon, France	Guided cultural and architectural tour	Included
Afternoon	Free time	Shopping/site seeing on own	
Sunday, May 14, 2017			
Morning	Travel to Macon		Included
Afternoon	Macon Tourism - Patrick Revoyre / Diane De Filipi	Tourism Marketing Strategies	Included
Dinner	Chateau de la Barge	Dinner with our hosts	Included
Monday, May 15, 2017			
Morning	French Cooking Class with Executive Chef Franz of Chateau de la Barge	The chef will engage students in preparing some traditional French dishes.	Included
Lunch	Chateau de la Barge	Lunch featuring dishes prepared in the cooking class	Included
Afternoon	Paul Sapin Winery	Tour, Tasting, and Discussion of Marketing Activities	Included
Dinner	Chateau de la Barge	Dinner featuring dishes prepared in the cooking class	Included
Tuesday, May 16, 2017			
Morning	Bresse With Manager Patrick Chabrol.	Tour and Presentation	Included
Afternoon	Historic Roche de Solutre	Hike the beautiful French countryside, visit the museum	Included
Dinner	On own		
Wednesday, May 17, 2017			
Morning	Excursion to Vonnas - The Gourmet Village of Georges Blanc		Included
Lunch		Picnic lunch in the French Countryside	Included
Dinner	On Own		Included
Thursday, May 18, 2017			
Morning	Cormatin Castle	Guided tour of the historic medieval castle and gardens	Included
Dinner	Chateau de la Barge	Farewell dinner	Included
Friday, May 19, 2017			
Morning	Depart for airport	Ground transportation to Lyon airport; students may choose to travel to Paris for a small additional transportation charge.	Included
	Depart for US	Students may depart from Lyon that day or from Paris at a future date	
*Breakfast included at hotel each day			