

Study Trip Agenda

MEIJI UNIVERSITY

@ ISC Paris School of Management

Introduction to Luxury Marketing September 1 – 16, 2012

Residency in Paris: Les Citadines Montmartre 16 avenue Rachel 75018 Paris

Date	Morning	Afternoon
Sunday 2	<i>Arrival:</i> Pick up service at CDG airport	
Monday 3	<i>09:00: Welcome Breakfast</i> <i>09:30 - 12:30: Introduction to Luxury</i> Michel Chevalier	<i>14:30 – 16:30: Boat Ride on the Seine River</i>
Tuesday 4	<i>09:30 - 12:30: Luxury Travel</i> Michel Goetschmann	<i>13:30 – 16:30: Managing Luxury Goods</i> Michel Chevalier
Wednesday 5	<i>09:30 - 12:30: Luxury Travel</i> Michel Goetschmann	<i>13:30 – 16:30: Palace Visit</i> Michel Goetschmann
Thursday 6	<i>09:30 - 12:30: Visit to the Institut of Fashion</i> Annette Bonnet- Devred	<i>13:30 – 16:30: Visit to Galliera Institut Balenciaga & Rei Kawakubo</i> Annette Bonnet- Devred
Friday 7	<i>09:30 - 12:30: Luxury and Versailles</i> Annette Bonnet- Devred	<i>13:30 – 16:30: Intercultural Management</i> Morene Ach
Saturday 8	<i>09:00 Departure from Saint-Michel fountain (RER B station: Saint Michel) Château de Versailles: Dive into the life of the Court, understand a key player in the French tourism industry</i>	
Sunday 9	FREE DAY	
Monday 10	<i>09:30 - 12:30: International Luxury Advertising</i> Isabelle Lazarus	<i>15:30 – 19:30: The Wine Industry + Wine Tasting</i> Guillaume Puzo
Tuesday 11	<i>09:30 - 12:30: International Luxury Advertising</i> Isabelle Lazarus	<i>13:30 – 16:30: The New Values of Luxury</i> Annette Bonnet- Devred
Wednesday 12	<i>09:30 - 12:30: Counterfeit in the Luxury Field</i> Catherine Girard	<i>13:30 – 16:30: Luxury Visit to Baccarat</i> Catherine Girard
Thursday 13	<i>09:30 - 12:30: Guided visit of Montmartre or Orsay Museum</i>	<i>13:30 – 16:30: Branding Products</i> Morene Ach
Friday 14	<i>09:30 - 12:30: The History of Haute Couture</i> Barbara Cohen	<i>14:00 – 17:00: Guided Visit of the Faubourg Saint Honoré street</i> Barbara Cohen
Saturday 15	<i>Departure: Airport Drop Off</i>	