

Venture the Globe 2019
FASM Going to the Source
Lacoste, Grasse and Paris, France
November 25 - December 15



OVERVIEW

The office of study abroad, with SCAD School of Fashion, is pleased to offer *Going to the Source: Exploring Fragrance Production and Marketing*. The excursion will begin at SCAD Lacoste, where students will be introduced to the history and origin of perfume. Students will then spend time in Grasse, visiting the factories responsible for turning the raw materials of fragrance into ingredients for the perfumer's organ. This exciting opportunity will allow students to understand the roots of the modern fragrance industry. After experiencing Grasse, students will return to Lacoste, where they will further explore these core components of fragrance marketing: brand name and logo development, scent development, the fragrance bottle, packaging and labeling, sampling and related marketing materials. Prior to the conclusion of the program, students will travel by high speed train to Paris to visit the many retail points of distribution for fragrance, including major luxury boutiques and department stores. This opportunity will give students insight about the latest techniques for the visual merchandising and promotion of fragrance products.

COURSES

Courses are built into the Winter 2019 schedule. The study abroad office will process registration. FASM 320 Fragrance Marketing and Management

**Graduate students with an open 500 to 700-level elective can take FASM 320 with an approved course substitution*

SELECTION CRITERIA

For consideration for SCAD study abroad programs, students must be in good standing with the university. Class standing, GPA and seat availability in courses are also factors for acceptance. In addition to submitting a completed application, students must have their course selections approved by their student success adviser or graduate adviser via an advising confirmation form. Students will be prompted by the application system to upload this form. Students interested in applying should schedule an appointment with their adviser prior to completing the application. Applications can be accessed in MySCAD > Student Workspace tab > Study Abroad channel.

Final approval will be granted by the department chair. Applicants are required to schedule an interview with fashion marketing and management chair, Daniel Green.

Venture the Globe 2019
FASM Going to the Source
Lacoste, Grasse and Paris, France
November 25 - December 15



HOUSING + DINING

Students will reside in the residence halls of SCAD Lacoste and hotels in Grasse and Paris while traveling. Participants may request up to three roommates of the same gender; however, because living spaces vary in size and capacity, SCAD study abroad can not guarantee all roommate preferences can be accommodated.

Meals in Lacoste are included in the program fee and served in dining facilities during common meal times each day. During the Grasse and Paris trips, participants will be responsible for their own lunch and dinner.

TRAVEL

Each program participant will arrange his or her own flight to Marsielle and from Paris. Students should plan to book travel after official acceptance into the program. Students should note when booking their flights to and from France they will be arriving in Marsielle and departing from Paris (Charles de Gaulle International Airport). Students will travel to Paris by train. The train to Paris is included in the program fee and will be booked on the student's behalf by the study abroad office. Early check in can not be accommodated.

TUITION + FEES

Non-refundable deposit	\$649
Program fee	\$2900
<i>Fee includes housing in Lacoste and hotels in Grasse and Paris; meals in Lacoste; site visit fees; transportation for academic field trips. Current scholarships and financial aid may apply.</i>	
International emergency insurance	\$80
SCAD undergraduate tuition (per course)	\$4070
<i>See student success adviser for an academic and financial overview</i>	
SCAD graduate tuition (per course)	\$4170
<i>See graduate adviser for an academic and financial overview</i>	

CALENDAR

Applications available through MySCAD	Friday, June 8
Application due	Monday, September 17
Acceptance notification	Monday, September 24
Non-refundable reservation deposit due (\$649)	Tuesday, October 9
Pre-departure orientation	(Fall Quarter) Friday, TBA
Post acceptance materials in MySCAD due	Friday, November 2
<i>*this includes the health form, travel plans, a copy of your passport, dietary restrictions and preferences & roommate requests</i>	

Arrival to Marsielle (MRS)	Sunday, November 25
First Day of Class	Monday, November 26
Final day of Class	Friday, December 14
Checkout and Departure from Paris (CDG)	Saturday, December 15