

SCHOOL OF FASHION

Winter 2018 | FASM Going to the Source
November 25 – December 16, 2017



OVERVIEW

The Office of Study Abroad with SCAD School of Fashion is pleased to offer *Going to the Source: Exploring Fragrance Production and Marketing*. This unique offering is tailored to fashion marketing and merchandising students to gain an understanding of the source of fragrance production and marketing. The three-week course 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 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. Students will return to Lacoste where they will further explore 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, experiencing the latest techniques for the visual merchandising and promotion of fragrance products.

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. Current students have priority; however, non- SCAD students may apply. 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. In addition applicants are required to schedule an interview with Professor Daniel Green and receive approval for admission.

COURSES

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

HOUSING

Students will reside in the upper village of SCAD Lacoste with housing accommodations ranging in occupancy. Participants may request up to three roommates of the same gender; however, because living spaces vary in size and capacity, SCAD study abroad cannot guarantee all roommate preferences can be accommodated.

DINING

Meals in Lacoste are included in the program fee and served in dining facilities during common meal times each day. SCAD provides boxed lunches for all classes that involve traveling and missing a meal time. During the Grasse and Paris trips, participants will be responsible for their own lunch and dinner.

Documentation of dietary or medical needs must be provided from counseling and student support services in order for students to be assigned to a residence with cooking facilities. Lacoste's dining facilities are able to cater to vegetarianism; however, any other meal plan adjustments (e.g., gluten-free, lactose-free, kosher) are difficult or, in some cases, impossible to provide.

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2017-2018 LACOSTE FEES & TUITION

SCAD Undergraduate tuition (per course)\$3990

See student success adviser for an academic and financial overview

SCAD Graduate tuition (per course)\$4085

See graduate adviser for an academic and financial overview

FEES

Program Fee\$3020

Fee includes housing in Lacoste and hotels in Grasse and Paris; meals in Lacoste; site visit fees; ground transportation on arrival and departure days, train ticket to Paris and transportation for academic field trips. Current scholarships and financial aid may apply. Participants are responsible for all personal expenses, and lunch and dinner during the Grasse and Paris excursion.

Non-refundable deposit\$629

International Emergency Insurance\$30

TRAVEL

Each program participant can arrange his or her own flight to Marseille and from Paris or have SCAD handle such travel arrangements. Estimated flight costs range from US\$1,400-\$2,200. Students who book travel through SCAD will receive a minimum charge of US\$1,900. Travel policies are explained in detail in the acceptance materials. SCAD travel arrangements must be submitted before the deadline as indicated. Students should plan to book travel after official acceptance into the program. Please note that students will be arriving in Marseille (MRS) and departing from Paris (CDG).

CALENDAR

Applications available through MySCAD Friday, May 15

Application due Wednesday, August 2

Acceptance notifications Wednesday, August 16

Non-refundable reservation deposit due (\$629) Wednesday, September 6

Pre-departure orientation (Fall Quarter) Friday, TBA

Departure from US to Lacoste Saturday, November 25

Arrival Sunday, November 26

First Day of Class Monday, November 27

Final day of Class Friday, December 15

***Checkout and Departure (late check-out not available) Saturday, December 16