

Stevenson University
Marketing in the European Union
Summer 2019
(Subject to change)

Saturday, May 25	Depart U.S.
Sunday, May 26 D	Arrive in Milan Group orientation Evening Welcome Dinner
Monday, May 27 B	AM Class meeting PM Milan city tour (Last Supper, Porta Sempione, Naviglio Grande)
Tuesday, May 28 B	AM Visit Duomo di Milano & Museum PM Consumer observation at Galleria Vittorio Emanuele II
Wednesday, May 29 B	Day trip to Modena to visit Maserati Factory & tour Visit Ferrari Museum
Thursday, May 30 B	AM Organizational visit #1 (Adidas or similar) PM Organizational visit #2 (tour & lecture at Eataly Milan)
Friday, May 31 B	AM Organizational visit #3 (advertising or market research agency) PM Free
Saturday, June 1 B	AM Depart Milan by train PM Arrive in Lyon Evening performance at Guignol Puppet Theater & backstage tour
Sunday, June 2 B	AM Class meeting PM Lyon city tour, including river cruise & guided walking tour
Monday, June 3 B	AM Organizational visit #4 PM Consumer observation at La Part-Dieu Shopping Center

Tuesday, June 4 B	AM Organizational visit #5 PM Silk Museum and Museum of Textile & Decorative Arts
Wednesday, June 5 B	AM Organizational visit #6 PM Gastronomy tour of old city and food tasting
Thursday, June 6 B, D	Free day Evening Farewell Dinner
Friday, June 7 B	Return to U.S.