

Course name Fieldtrip to Italy-Milano

22.07.2024-26.07.2024

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The day to day programme is subject to changes depending on the availability of the guest lecturers

Monday, 22-07		
Welcome, Lecture and Working Group Trend, Innovation and Made in Italy		
Time	Activity	Description
9:00-9:30	Welcome session	Welcome and tour Milan course venue
9:30-12:30	Lecture	Lecture on Megatrend, Industry Trends and Consumer Trends
12:30-14:00	Lunch*	
14:00-16:00	Lecture	Presentation of the assignments, working groups and Experiences of the week

Tuesday, 23-7		
Experiential Visit Innovation and production: Where the Brands are made		
Time	Activity	Location
8:30-9:30	Travel by bus	From Milan to Pollone, Biella (North of Italy)
9.30-12:30	Visit to Lanificio Piacenza	Pollone, Biella (North of Italy)
	Located in a typical mountain Italian village, www.piacenza1773.com is the manufacturer where the most important Luxury Fashion Brands of the world are producing his cachemire clothes. Students will have the opportunity to enter the spaces of the manufacturer and see where products are really made.	

Wednesday, 24-07		
Lecture and Working Group Brand Experience and Customer Experience		
Time	Activity	Description
9.30-10:30	Review	Day 2 experience
10:30-12:30	Lecture	Lecture on Brand Experience
12:30-14:00	Lunch*	
14:00-16:00	Group assignment	Working on the assignment

Thursday, 25-07		
Experiential Visits in Milan The role of Brand Experience by the customer point of view		
Time	Activity	Description
9.30-12:30	Experiential visits	Visits in Milan, different venues
12:30-14:00	Lunch*	
14:00-16:00	Group assignment	Working on the assignment
With these series of visits in the city of Milan, enriched with experiential point of view, the students will live real guided brand experiences with different Italian brands understanding how these experiences are made and why are so important for building strong brands.		

Friday, 26-07		
Presentations by the students group, evaluations of the assignments and final greetings		
Time	Activity	Description
9.30-14:30	Closure	Presentations, Feedback, Evaluations and Final Greetings

*Please note:

Attendance to the visits, lectures and above all final presentations of Friday are mandatory to gain credits.

Students must bring/cover their own lunch.

The lunch times in the programme can vary, these times are just an indication.