

SPAIN: GLOBAL WINE AND AGRI-TOURISM PROGRAM

JUNE 14 – JULY 23, 2016 • PROGRAM FEE: \$7,995

Program strongly emphasizes the acquisition of Spanish language skills!

THE PROGRAM

This project-driven, multi-disciplinary academic field studies program uses various wineries, farms, tourism and related industry organizations as a laboratory for learning about the business challenges and opportunities of wine and agricultural tourism in Spain. Each participant will be placed in a field study practicum with first-hand learning in the local work culture. In addition, students will be challenged with academic and cultural explorations, research, reflective activities, language and cultural training, and a team competition where they create and market their own wine blend.

Orientation (First part of week 1) – Madrid, Spain

Participants are oriented to the program in the welcoming and vibrant Spanish capitol – Madrid! They will learn about grape varieties, winemaking techniques and the economics of the Spanish wine industry, as well as, the fundamentals of sensory analysis.

Language, Culture and Business Frameworks (Second part of week 1 – week 2) – Ronda, Spain

Based in the majestic and historical town of Ronda perched upon a 300-foot gorge, students will experience intensive language and cultural immersion. Participants also engage with representatives of the local, nascent wine industry to understand their business challenges and opportunities. In addition, excursions are included to both the culturally rich city of Seville and Jerez de la Frontera – a world center for sherry production.

Language, Culture and Field Study (Remainder of the program) – Ribera del Duero, Spain

Based in the quaint and historical town of Aranda de Duero in the heart of Spain's wine country, students participate in team-based field study placements in wineries of Ribera del Duero. Wine has been produced in the region for thousands of years and in 2012 Wine Enthusiast named this the winemaking region of the year! Students will be able to present (in Spanish) their findings from their primary research to the DO "Denominacion de Origen," a local council responsible for quality control of wine in a region in Roa. They will also work in teams to prepare customized export/marketing recommendations for their placement winery.

Students participate in the **Blending & Branding Challenge**. They are guided by a professional enologist to create or select their own wine blend designed for the U.S. market. Students develop a brand and marketing plan to support their bottled and labeled product, which will be judged in a panel competition!



Courses:

- AGBS 185T: Global Wine and Agri-Tourism Business— A Regional Perspective (3 semester units)
- AGBS 180: Undergraduate Research: Wine and Agri-Tourism Field Studies (3 semester units)

Personalized Field Studies Placement:

All field study placements are personalized based upon each student's area of study or interest and can include wineries, wine stores, agricultural organizations, olive oil and wine tasting rooms, wine and tourism associations, and other related companies and organizations.

Instructor: Annette Levi, Ph. D. and Chair
alevi@csufresno.edu
www.fresnostate.edu/jcast/agbs/

Orientation: April 2016—TBA

LEARNING OUTCOMES

- Learn the historical, cultural, and economic context of the region
- Gain an understanding of local vineyard, winery, or allied industry operations and develop recommendations for a global business strategy
- Learn to communicate across cultures with supervisors and/or co-workers to positively shape the field studies experience
- Generate business recommendations based in both business and cultural realities
- Improve Spanish language skills through intensive coursework, immersion and guidance from a Ph.D. professor of Spanish linguistics

WHO CAN PARTICIPATE?

The program is open to students from North American colleges and universities and is cross-disciplinary in nature. Relevant disciplines include agricultural business and economics, wine business, enology and viticulture, business, marketing, hospitality management, communications, design, social media, event planning, web presence and international relations. Students must have a valid passport, be at least 18 years of age, have completed one year of college, and must be in good academic standing when the program begins.

FEE

The fee for the Global Wine and Ag. Tourism program is \$7,995 USD. Students may be eligible for financial aid through their home institutions.

COST

The fee of \$7,995 includes:

- Six units of Fresno State academic credit through the Division of Continuing and Global Education (CGE)
- Health and Travel Insurance
- Program fee
- 39 nights of lodging
- Group airport pick up and drop-off
- Welcome dinners/farewell dinners
- Excursions to Seville, Jerez, Rueda
- Local transportation from Madrid to Ronda and then to Aranda de Duero
- Spanish language courses
- Shuttle transportation to and from the field study site
- Two full-time professors with the program (one Spanish linguistics and the other Agricultural Business) as well as guest lectures by local professors in specialized subject matter
- Field Study placements



What's Excluded:

- Passport
- Round-trip airfare from USA (home country) to Madrid, Spain
- Meals en route to Spain and return
- Meals and snacks in Spain
- Entertainment
- Mobile phone and SIM card (this is required)
- Wi-Fi card
- Optional add-on excursions to Barcelona and Granada

Financial Aid: Students are encouraged to contact their home institution to learn more about financial aid opportunities. Students may be eligible for Gilman Scholarships. For more information visit: www.iie.org/programs/gilman-scholarship-program. Partial scholarships may be available for matriculated Fresno State students.

REQUIREMENTS

- Completion of one year of college and at least 18 years of age at the time of program start
- Good Academic Standing: 2.3 GPA minimum
- No disciplinary reports
- Enrollment in AGBS 185T and AGBS 180
- Valid Passport
- Participation in pre-departure orientation (April 2016, TBA)
- Completed application packet and deposit and paid program fees

The application packet includes the following five components:

- 1) Complete Application directions can be found at the Ag. Business homepage www.fresnostate.edu/jcast/agbs/travel/globalwine.html Include your full name, your email address, your daytime phone, including area code, your age on June 14, 2016, name of your academic institution, your major or area of study.
- 2) An updated resume (formatted to A4 paper)
- 3) A half-page essay outlining your skills, interests, and professional goals. Indicate your current level of Spanish and your plan to acquire more linguistic skills prior to departure. This information will be used for field study placement purposes.
- 4) A half-page essay explaining your reasons for wanting to participate in the Spain program. Include qualities that would make you a good representative of your institution.
- 5) A check for the \$150 deposit made out to "EVE Abroad"

APPLICATION PROCEDURES

- Students must apply and be accepted into this program
- Early registration is recommended as space is limited
- The official application is available online:
www.fresnostate.edu/jcast/agbs/travel/globalwine.html

Four of the five parts can be sent via ONE email to alevi@csufresno.edu with the subject line "Global Wine Spain." The final part is the deposit check (with the student name and program location in the memo line made payable to EVE Abroad for \$150) to be mailed to:

Annette Levi, Ph.D. and Chair
Department of Agricultural Business
California State University, Fresno
5245 N. Backer, M/S PB101
Fresno, CA 93740

All five parts of the application are due December 3, 2015

Students selected for the program will be notified via email by December 23, 2015.

The program begins in Madrid at 3:00 pm on Tuesday, June 14, 2016.

Students must participate in a mandatory orientation session prior to departure, to be arranged.

PAYMENT SCHEDULE

- \$150.00 application deposit (due with application) on December 3, 2015. Make check payable to "EVE Abroad." (Applicants who are accepted into the program will have the \$150.00 application deposit applied toward their total balance due; applicants who are denied will be refunded their \$150.00 application deposit.)
- Program fee deposit by February 10, 2016 \$3,922.50
- Program fee balance due by March 15, 2016 \$3,922.50

A complete payment schedule and cancellation policy will be provided upon acceptance to the program.



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