

PUGLIA, ITALY

2014 GLOBAL WINE INDUSTRY INTERNSHIP

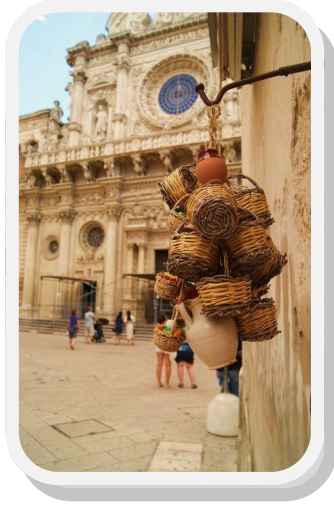
June 15, 2014 — August 2, 2014

THE PROGRAM

Puglia's Mediterranean climate and warm people create an **enticing location** to learn about Italian culture, local grape growing, winemaking, and global business. This fertile agricultural region located between the Adriatic and Ionian seas is the largest of Italy's wine producing regions. Known internationally for growing grapes, Puglia produces more than two dozen DOC wines. Their most important grape varieties—Primitivo and Negroamaro—are gaining international recognition for the excellent wines they produce.

Puglia is also known for its fine cuisine, local traditions, fascinating history, and breathtaking architecture. In 2013 the *Wine Enthusiast* named Puglia one of the world's **Top 10 wine-travel destinations!**

This project-driven, **multi-disciplinary** academic internship program uses various wineries, vineyards and related industry organizations as a laboratory for learning about the business challenges and opportunities of the region. The program includes a week of orientation, followed by 6 weeks of academic and cultural explorations, including research, reflective activities, vineyard vocabulary and the personalized wine industry internship placement.



A vineyard in the Puglia region of Italy

The program is open to students from North American colleges and universities and is cross-disciplinary in nature.

Relevant disciplines include enology, viticulture, business, marketing, event planning, hospitality management, communications, accounting, design, and social media. 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. Refer to the complete list of requirements.

Courses:

ENOL 162T: Global Wine Business—A Regional Perspective (3 units)

VIT 162T: Grape Industry International Internship (3 units)

Customized Internship Placement:

All internship placements are *customized* based upon each student's area of study or interest and can include vineyards, wineries, wine stores, tasting rooms, wine and tourism associations, and other related companies and organizations.

Instructor: Dr. James Kennedy, Professor & Chair
Department of Viticulture & Enology
jakennedy@csufresno.edu
559.278.7179
www.fresnostate.edu/jcast/ve

Orientation: April 2014 TBA

LEARNING OUTCOMES

- ◆ Learn the historical, cultural, and economic context of the Puglia wine region
- ◆ Gain an understanding 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 internship experience

FEE

The fee for this seven-week global internship program is **\$7137.00 USD**. Students may be eligible for financial aid through their home institutions. Refer to application procedures and payment schedule on reverse side.

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COST

The fee of \$7,137 includes:

- ◆ Six units of Fresno State credit through the Division of Continuing and Global Education (CGE)
- ◆ Medical travel and liability insurance
- ◆ Program fee
- ◆ Lodging in double or more occupancy in hostels and apartments with breakfast and Wi-Fi included
- ◆ Mobile phone SIM card for each student (students must have GSM phone)
- ◆ Introduction to wine producing regions in Puglia
- ◆ Guided tours of Lecce, Italy
- ◆ Group welcome and farewell activities
- ◆ Transportation to and from internship site



What's Excluded:

- ◆ Passport
- ◆ Roundtrip airfare from U.S.A. (home country) to Brindisi, Italy
- ◆ Meals en route to Italy and return
- ◆ Lunches, dinners, and snacks in Italy
- ◆ Entertainment
- ◆ GSM mobile phone

Financial Aid: Students are encouraged to contact their home institution to learn more about **financial aid opportunities**. Partial grants 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: 2.5 GPA minimum
- ◆ No disciplinary reports
- ◆ Enrollment in VIT 162T and ENOL 162T
- ◆ Valid Passport
- ◆ Up-to-date immunizations
- ◆ Participation in pre-departure orientation (April 2014 TBA)
- ◆ Completed application packet and paid program fees

The **application packet** includes the following four components:

- ◆ A completed application form (available online)
- ◆ An updated CV (resume)
- ◆ A half-page essay outlining your skills, interests, and professional goals. This information will be used for internship placement purposes.
- ◆ A half-page essay explaining your reasons for wanting to participate in the Italy program. Include qualities that would make you a good representative of your institution.

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/ve/students/vestudyabroad.html

Application Packet Deadline: December 3, 2013

Please complete and email your **application packet** to Dr. Kennedy in the Fresno State Department of Viticulture and Enology.

- ◆ **Email application packet to:** jakennedy@csufresno.edu
- ◆ **Subject Line:** Italy Program

Selected students will be notified via email by December 23, 2013.

An **acceptance packet** will be provided to students who are accepted into this program. The packet will include payment instructions, cancellation policy details, required documentation, a travel planning guide, and important deadlines. Please note, your application does not automatically include course enrollment.

The official program begins in Lecce, Italy at 4:00 pm on Monday, June 16, 2014.

Participants in the program must have a valid passport. Those needing a U.S. Passport may apply in the Division of Continuing and Global Education (CGE) office at Fresno State, located in the Kremen Education Building, Room 130.

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

PAYMENT SCHEDULE

Deposit by February 10, 2014	\$3,568.50
Balance due by April 10, 2014	\$3,568.50

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

Division of Continuing and Global Education (CGE)
California State University, Fresno
5005 N. Maple Avenue MS ED76, Fresno, CA 93740-8025