

BCIT Seminars

2014 – 2016



Each year the British Columbia Institute of Technology School of Business offers its students the opportunity to receive credits over the summer within two Field Schools in Europe. BCIT students partaking in the Austria-Italy field school spend 3 days of their month long program in Venice, care of the Ca' Foscari School for International Education, and a **group of 15 Ca' Foscari students** are selected to join them.

The school is designed to give insight into European business practices through numerous lectures, visits to international companies, tours, activities, sports and cross-cultural interaction, under the general theme of "Luxury Brand Management".

The Venice stop-over is open to a select number of Ca' Foscari students, and features company visits - in past years: **Fortuny, Luxottica, Seguso, Bevilacqua** - as well as specifically themed lectures to be held at Ca' Foscari.

The main topics of the BCIT School of Business Field School are the following:

- Fundamentals of Branding and the effects over the life cycle of a product or service
- Luxury Branding - How is it different from traditional branding of products and services.
- Cultural differences in Luxury Branding - Are Luxury Brands positioned differently around the globe?

During the 3-day program at Ca' Foscari there will be three seminars:

Day 1:

The first session is a visit to glass-maker Seguso on Murano island, and in the afternoon students will study target market segmentation for the luxury market and how it is different from main stream products as well as the changing distribution of global wealth influences luxury goods and the marketing of these goods.

Day 2:

The morning class is on the elements of branding and the product life cycle of luxury goods. Students will be given an assignment in mixed groups and in the afternoon go to the Fortuny factory on Giudecca to see what goes on in their production of luxury fabrics.

Day 3:

Presentation of findings