



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

SUMMER

ABROAD

ITALY: MILAN | PIACENZA | ROME

Summer programs

COURSE STRUCTURE

	June 10 - 14	June 17 - 21	June 24 - 28	July 1 - 5	July 8 - 12	July 15 - 19	July 22 - 26	July 29 - August 1
Business (Milan campus)	Social and eco entrepreneurship		Strategic management and entrepreneurship		Business, government and the global economy			
	The fashion market: structure, players and success factor							
Marketing and Communication (Milan campus)	Mass communication and media industries: the Italian style in producing and managing TV, ads and music		New frontiers in brand communication and consumer engagement		Understanding the customer: theories, trends, and values for an effective communication strategy			
			Brand strategy experience: a professional approach					
Cultural Studies (Milan campus)	Italian cuisine history and cooking lab: a first step to becoming an Italian MasterChef		A mafia story: its representation in literature, cinema and television					
				Federico Fellini and contemporary Italian cinema				
				Creative storytelling: from literature to cinema to other forms of fiction				
International Relations (Milan campus)			International order and world politics		Understanding the Middle East: regional and international identities, interests and strategies			
Health Sciences (Rome campus)	Global health and epidemiology		Health policy and management for universal coverage					
Agribusiness and Food Sciences (Piacenza campus)	The global wine market: trends and strategies		Food Production: tradition and innovation		The global wine market: trends and strategies		Food Production: tradition and innovation	

Visit our website for updated details
 › www.ucscinternational.it

A taste of Italy

SHORT-TERM PROGRAMS 2019

Enrich your CV with these top short-term programs in Italy's ultimate student destination! Università Cattolica's summer programs are ideal to get a taste of Italy while studying in a traditional Italian educational context.

Areas of study

- Business (Milan campus)
- Marketing, Communication (Milan campus)
- Cultural Studies (Milan campus)
- International Relations (Milan campus)
- Health Sciences (Rome campus)
- Agribusiness and Food Sciences (Piacenza campus)

Language of instruction

All courses will be taught in English.

A mix of theory and practice

A mix between practical and theoretical aspects, with a relevant experiential learning component (site/company visits) strictly related to the course to ensure a 360° direct experience of the subject.

Contact hours & credits

Each course: 45 contact-hours per session/6 ECTS credits.

CONTACTS

International exchange and study abroad students

Mailing Address

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