SUMMER ABROAD

ITALY: MILAN | PIACENZA | ROME
## Summer programs

### COURSE STRUCTURE

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

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**CONTACTS**

**International exchange and study abroad students**
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