

# Course Structure

	12 - 15 June	19 - 22 June	26 - 29 June	3 - 6 July	10 - 13 July	17 - 20 July	24 - 27 July	31 July - 3 August
<b>Business (Milan campus)</b>	Strategic Management and Entrepreneurship		Business, Government and the Global Economy		Social and Eco Entrepreneurship			
	The fashion market: structure, players and success factors							
<b>Marketing and Communication (Milan campus)</b>	New Frontiers in brand communication and consumer engagement		Mass Communication and Media Industries: the Italian Style in producing and managing TV, Ads and Music		Understanding the customer: theories, trends, and values for an effective communication strategy			
			Brand Strategy Experience: a professional approach		Creative copywriting: tools, skills and tactics to manage an effective campaign			
<b>Cultural Studies (Milan campus)</b>	Italian Cuisine History and Cooking Lab: a first step to becoming an Italian MasterChef		A Mafia Story: its Representation in Literature, Cinema and Televisions					
				Federico Fellini and Contemporary Italian Cinema				
				Creative Storytelling: from Literature to Cinema to other Forms of Fiction				
<b>International Relations (Milan campus)</b>			International Order and World Politics		Understanding the Middle East: Regional and International Identities, Interests and Strategies			
<b>Agribusiness and Food Sciences (Piacenza campus)</b>	The Global Wine Market: Trends and Strategies		Food Production: Tradition and Innovation		The Global Wine Market: Trends and Strategies		Food Production: Tradition and Innovation	