Global Education, Global Mind
SUMMER SCHOOL 2016

UNIVERSITÀ CATTOLICA DEL SACRO CUORE

28TH JUNE - 8TH JULY, 2016 (SESSION C)
12TH JULY - 22ND JULY, 2016 (SESSION D)

OPEN TO BUSINESS ADMINISTRATION & COMMUNICATION AND MEDIA STUDENTS

“Cattolica’s summer programmes are ideal to get a taste of Italy while studying in a traditional Italian educational context.” In the very heart of Milan, surrounded by tree-lined boulevards, plazas, basilicas, sits Cattolica, a world class university experience and explore the world!

APPLICATION DEADLINE
15TH APRIL, 2016

PROGAMME FEES |
APPLICATION FEE : €75
ONE SESSION : €1,500
TWO SESSION : €2,850

FEE INCLUSIVE OF WORKSHOP, LECTURES, VISITS RELATED TO THE TOPICS DISCUSSED IN CLASS

BUSINESS ADMINISTRATION STUDENTS
SESSION C |
1) SOCIAL AND ECO ENTREPRENEURSHIP
2) THE FASHION MARKET: STRUCTURE, PLAYERS AND SUCCESS FACTORS

SESSION D |
1) ENTREPRENEURIAL FINANCE
2) SUSTAINABLE FOOD AND GREEN COMMUNICATION: A NEW MARKETING PERSPECTIVE

COMMUNICATION AND MEDIA STUDENTS
SESSION C |
MASS COMMUNICATION AND MEDIA INDUSTRIES: THE ITALIAN STYLE IN PRODUCING AND MANAGING TV, ADS AND MUSIC

SESSION D |
SUSTAINABLE FOOD AND GREEN COMMUNICATION: A NEW MARKETING PERSPECTIVE

FOR MORE INFORMATION:
HTTP://WWW.UCSINTERNATIONAL.IT/ACADEMICS/SHORT-TERM-PROGRAMS/SUMMER-PROGRAMS

CONTACT INFORMATION: INTERNATIONALADVISOR@UNICATT.IT

FOR MORE INFORMATION:
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