

Istituto Lorenzo de' Medici

THE ITALIAN INTERNATIONAL INSTITUTE



SUMMER CERTIFICATES

WINE BUSINESS AND CULTURE • HUMAN CREATIVITY

GLOBAL SUSTAINABILITY • BRANDING

SUMMER CERTIFICATES

JUNE AND JULY 2022

Istituto Lorenzo de' Medici is now offering a Summer Certificate Program carefully designed to meet increasing demand for on-site educational opportunities that emphasize career readiness within structured yet flexible plans of short-term study. By enrolling in two purposefully paired LdM summer courses, study abroad students can feel confident knowing their Italian summer is well spent, coupling preprofessional development with specialized enrichment. Students can choose from four options that address specific and relevant themes, delivering a powerful advantage for those who are eager to progress along their projected career path.

Each summer certificate consists of two core courses. Although each course listed for the 2022 Summer Certificates may be taken as a single study abroad course, the Certificate is only awarded to those students co-enrolled in both Summer Certificate courses.

WINE BUSINESS AND CULTURE: ITALIAN GASTRONOMY AND CULTURE | INTERNATIONAL BUSINESS

HUMAN CREATIVITY: PSYCHOLOGY | PAINTING, DRAWING AND MIXED MEDIA

GLOBAL SUSTAINABILITY: GEOGRAPHY AND ENVIRONMENTAL STUDIES | AGRICULTURAL STUDIES AND TECHNOLOGIES | ITALIAN GASTRONOMY AND CULTURE

BRANDING: GRAPHIC DESIGN | COMMUNICATIONS

EXPERIENTIAL LEARNING IS LdM'S MAIN
TOOL TO FOSTER STUDENTS' FUTURE
PROFESSIONAL DEVELOPMENT.





WINE BUSINESS AND CULTURE

At one time or another, almost every wine lover has fantasized about buying a small vineyard and making their own wine.

This Summer Certificate is ideal for the aspiring sommelier, the future wine buyer, the vintner-to-be, and anyone else who is serious pursuit of a career in the wine industry.

By combining the practical knowledge of wine traditions and flavors with a strong, theoretical foundation in marketing, students establish a rocksteady link between their Italian study abroad experience and their next step to becoming a wine professional, whether that next step is a summer internship back home or that first job inside the global wine market.

CORE COURSES

BUS/IGC 252

Wine Business and Marketing

IGC 170

Wine and Culture I: Wines of Italy

OFFERED IN

Tuscania, July 2022

INTENDED FOR

Students majoring in business, communications, hospitality, tourism, and/or food studies.

STEM students majoring in chemistry, food science, plant and soil science, and/or viticulture.

Anyone with the goal of working in today's competitive global wine industry.



HUMAN CREATIVITY

Italians know art. Art helps us heal, circumvent the limitations of language, and exercise creative wellness in our personal and professional lives.

This Summer Certificate is perfect for anyone who has ever turned to the arts – fine, visual, and performing – to communicate expressively and cultivate resilience, especially within the last year.

Our species has leaned on art since the dawn of time, and over time, neuroscience and cognitive research have taught us why the arts are essential to human psychological development. There is nowhere better to stretch one's creative limits than Italy, where art is all around you and inspiration is inevitable.

CORE COURSES

PSY 320

Psychology of Art and Human Creativity: Self-Growth and Resilience Through Inspiring Practices

PDM 150

Expanding Creativity

OFFERED IN

Florence, June 2022

INTENDED FOR

Psychology majors curious about a career in art therapy.

Art practitioners and students of art (majors and non-majors) who are curious about the underlying psychological mechanisms of creative well-being.

Currently or formerly employed art therapists looking to develop a competitive edge.





GLOBAL SUSTAINABILITY

This Summer Certificate introduces environmentally mindful students to the natural and agricultural realities of farming in Italy and around the world. The COVID-19 pandemic has placed a spotlight on global food insecurity - an issue that requires collective problem solving and interdisciplinary solutions.

With a new perspective of the international slow food movement, which began in Italy in 1986, and a greater awareness of food availability and accessibility, future professionals in the sectors of agriculture, nutrition, policy, and public health can learn to integrate Italian farming and conservation techniques that prioritize organic production and sustainable food systems.

CORE COURSES

AGR 220

Sustainable Food and the New Global Challenge

ENV/IGC 280

Organic Agriculture

OFFERED IN

Tuscania, June 2022

INTENDED FOR

Agriculture majors seeking applied experience and on an organic Italian farm.

Students majoring in environmental studies/science, food studies/nutrition, political science and international affairs, public policy, and/or public health.

Anyone who is interested in public health topics, international development, the United Nations, and/or future volunteer service with the U.S. Peace Corps.



BRANDING

Design is one way to communicate; to stimulate the construction of a message in the mind of the viewer, which is far more powerful than transmitting a readymade message.

This Summer Certificate draws the important connection between brand creation and brand communication.

Students with career goals that lie at the intersection of advertising, business, communications, and design will apply their knowledge of consumer behavior to achieve greater professional versatility. Designers will demonstrate fundamental business competencies that add value to their technical expertise, and brand managers will come to know art as a form of controlled creation, capable of generating new perspectives.

CORE COURSES

COM 411

Global Brand Management

GRA 382

Brand Design

OFFERED IN

Florence, July 2022

INTENDED FOR

Upper-level students majoring in advertising, business, communications, graphic design, media studies, and/or marketing.

Currently or formerly employed brand managers.

Ideal for entrepreneurs, influencers, and anyone seeking to build their own brand and discover useful marketing skills that exceed branding basics.

DATES

June 2022: May 26th to June 24th

July 2022: June 30th to July 28th

WWW.LDMINSTITUTE.COM

APPLICATION DEADLINES

June Session: April 15th, 2022

July Session: May 15th, 2022

Student Artwork:

Zue Nge (PHO page 3)

Alexander Salazar (GRA page 4)