



APPLIED INTEGRATED MEDIA

Semester Certificate Program: Spring 2023

Offered at LdM Florence, the Applied Integrated Media (AIM) Certificate Program gives students a broad overview of all aspects of Media and Communications, as well as the larger cultural, political and financial world in which they exist. It is designed for highly motivated students, majoring in any aspect of Communications or Media, or those who have a serious interest in how media affects every aspect of our modern life.

While there is no prerequisite, this semester program requires significant participation, including writing, research and presentations.

Why Florence?

The rapid advance and adoption of artificial intelligence technologies in new media often seem to overshadow the importance of human oversight and input, often creating a sense of isolation and powerlessness. In this ever evolving context, it is vital to develop a personal sense of ethics and responsibility. Florence, the heart of the Renaissance, is the perfect location. Here, the concept of Humanism was born more than 600 years ago, and with it the idea that our life should be inspired by art, informed by science, and motivated by compassion. These values will permeate the program, while the city of Florence will inspire the participants with its art and cultural tradition.

AIM SEMESTER CERTIFICATE PROGRAM

Starting in Spring 2023, the AIM Certificate Program will be available during Fall and Spring semesters. Students must integrate the AIM Certificate with 2 or 3 courses of their choice to maintain full-time student status at LdM. Study Abroad students can also apply to each of the two AIM-program courses singularly, but will not be eligible to qualify for the certificate.

The AIM Program has three parts, all of which must be satisfactorily completed to qualify for the Certificate:

The Origins and Development of Media

COM 249, Cr: 3; Contact hrs: 45

This course offers a broad overview of Media and Communications, including a thorough understanding of its many parts: Legacy and New Media, Journalism, Advertising, Public Relations, Sports and other forms of entertainment and informational content, and how each of those disciplines interact with each other.

Students will learn about the financial models and metrics to which all commercial media are subject, and how they often influence and define media's cultural and political points of view.

Workshops with Industry Professionals

4 meetings per semester, taking place on Tuesdays or on Wednesdays, from 7pm.

The Convergence of Media and Technology

COM 250, Cr: 3; Contact hrs: 45

This course focuses on how the rapid evolution of technology has dramatically changed the Media and Communications landscape, destroying legendary media empires and giving rise to new ones.

Students will learn how brands and technologies that didn't exist when most of them were born, are disrupting and redefining cultural, societal and financial structures, creating polarization and disturbing changes in societal norms. Most important, it will explore the critical role and ethical responsibilities of individuals in creating new guidelines for media and related technologies like Artificial Intelligence and Data Mining.

AIM Program Faculty:

Gerard (Jerry) Calabrese has had a long career, spanning more than 50 years in media and entertainment.

Over the decades, he has served as President of Marvel Comics, Executive Vice President of Playboy Enterprises and Publisher of Games Magazine, worked extensively with NASCAR and more. In recent years, Calabrese has dedicated himself to creating experiential learning opportunities for students, including serving as an adjunct professor at Marist College in Poughkeepsie, NY, and at LdM Florence. At LdM, Jerry acts as the Director of Communications Department and the AIM Certificate program.

Alessandro Lorenzelli is a strategist with 30 years' international experience spanning the research, consulting and professional services ecosystem. He has covered executive positions at international companies including Datamonitor, Gartner, IDC and EY. He has founded and is Head of Strategic Analysis in Deconstruct and holds the position of Strategy and Marketing Executive Director in Smartprovider - a startup dedicated to SMEs digitalization. At LdM, Alessandro teaches a variety of courses within the Communications Department.



Application Deadline: November 15th | To view the full Academic Calendar, [click here](#).