

# Istituto Lorenzo de' Medici

THE ITALIAN INTERNATIONAL INSTITUTE

## SUMMER CERTIFICATES

WINE BUSINESS AND CULTURE • HUMAN CREATIVITY • BRANDING



**LdM**  
Lorenzo de' Medici

The Italian  
International  
Institute

# SUMMER CERTIFICATES

JUNE AND JULY 2024

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Istituto Lorenzo de' Medici offers 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 three 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 2024 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.

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

**HUMAN CREATIVITY:** PSYCHOLOGY | PAINTING, DRAWING AND MIXED MEDIA

**BRANDING:** GRAPHIC DESIGN | COMMUNICATIONS

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## 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

Florence, June & July 2024\*

### 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

#### **PDM 150**

Expanding Creativity

### OFFERED IN

Florence, June & July 2024\*

### 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.





## 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, June 2024\*

### 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 2024\*: May 30th - June 27th

July 2024\*: July 4th - August 1st

\*Tentative schedule, it may be subject to edits.

## APPLICATION DEADLINES

June Session: April 10th 2024\*

July Session: May 15th 2024\*

*Student Artwork: Zoya Schmitt (GRA page 4).*

### LdM Italy Main Office Florence

Via Faenza, 43  
50123 Florence, Italy  
Phone: +39.055.287.360  
Phone: +39.055.287.203  
Fax: +39.055.239.8920

### LdM Academic Relations and Student Services

3600 Bee Caves Road, Suite 205B  
Austin, TX 78746 US  
Phone: +1.877.765.4LDM (4536)  
Phone: +1.512.328.INFO (4636)  
Fax: +1.512.328.4638

INFO@LDMINSTITUTE.COM  
WWW.LDMINSTITUTE.COM



@Istituto\_LdM