

ITALY: Andiamo in Italia!

A language, culture, and business opportunity (Summer 2023)

Andiamo in Italia is 13-credit semester between the Department of Romance & Arabic Languages and Literatures and the Carl H. Lindner College of Business. The five-week program, leaving mid May, provides students an opportunity to study the Italian language and culture and Shopper Marketing.



Andiamo in Italia, Roma (Colosseo)



Andiamo in Italia, Napoli (Museo Archeologico)



Andiamo in Italia, Napoli (cooking class)

Study abroad Naples/Pisciotta/Rome

- Travel dates: depart USA Saturday May 13, 2023, overnight flight, arrive Sunday May 14 in Rome FCO airport. Train to Naples.
- Naples (20 days) – Sunday May 14-Friday June 2. Depart: Pisciotta (Cilento).
- Pisciotta (11 days) – Friday June 2 -Tuesday June 13. Depart: Rome
- Rome (4 days) – Tuesday June 13-Friday June 16. Depart for home Friday June 16

Italian Language (5 credits summer)

- Daily study of the language focusing on practical conversations for meaningful interactions

Marketing Special Topics Italy (3 credits summer)

- Understanding and employing the principles of business strategy as it relates to addressing the challenges surrounding sustainability and the reduction of waste in the food industry.
- Identifying key cultural drivers that influence consumer behavior as it pertains to sustainable habits and practices by market - US versus Italy (Rome/Pisciotta and Naples).

Italian Culture Mediterranean Diet (2 credits spring & 3 credits summer)

- Understanding the origin & importance of Italy's Mediterranean diet as it relates to Pisciotta's place in U.S. health and physiology history.
- Identifying student cultural interests in key historical and contemporary figures and places for student-guided project tours in Rome.

Contact Professor Miller at mja@ucmail.uc.edu or Professor Karen Manning at manninkn@ucmail.uc.edu for an interview. AND at the same time, fill in the UC International Andiamo application: <https://studyabroad.uc.edu/index.cfm?FuseAction=Programs.ViewProgr>