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.

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 mjaj@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