

## Example Company Visits

Experiential learning matters! Check out some examples of past field trips that have been embedded in the Università Cattolica del Sacro Cuore Summer courses. Having a real-world experience while studying always makes a big difference.

*NOTE: these are examples. Company visits may vary.*

| Course Name                                                        | Company                                                               | Description                                                                                                                                                                                                                                                                                                                                                                                                                                               | Takeaways                                                                                                                                                                                                                                                      |
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| Business, Government and the Global Economy                        | Campari group and museum                                              | Campari Group is the sixth-largest player in the global spirits industry trading in over 190 nations and with a portfolio of over 50 premium brands including Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier.                                                                                                                                                                                                                      | Campari Group aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses. Learn more about its recent, extraordinary international growth                                            |
| Business, Government and the Global Economy                        | Consorzio Parmigiano Reggiano (Parmigiano Reggiano cheese Consortium) | Parmigiano Reggiano is a worldwide-popular and inimitable cheese. The Consortium is the institution that protects the Designation of Origin of Parmigiano Reggiano (how it is produced, designed and marked in order to preserve quality and uniqueness) and facilitates trade and consumption all over the world.                                                                                                                                        | Find out how the Consortium fights imitations of Parmigiano Reggiano worldwide, and exports it outside UE.                                                                                                                                                     |
| Brand Strategy Experience: a professional approach                 | Fondazione Prada                                                      | Fondazione Prada's venue in Milan. Based on the manifesto that culture should help us with our everyday lives, and makes us understand how we and the world are changing, this urban space hosts permanent and temporary art exhibitions. The venue is the result of the transformation of a distillery dating back to the 1910's.                                                                                                                        | Enjoy the artistic building and the popular Luce bar, designed by director Wes Anderson. Understand how Fondazione Prada's innovative and multimedia spaces are entwined with the exhibitions that it hosts.                                                   |
| Discovering Italy through its Culinary Traditions                  | Eataly                                                                | Eataly is one of the most popular "made in Italy" food mall in Italy and abroad. It is a place where you can eat, shop and learn under one roof. It has a variety of tastes and flavors at its restaurants and counters, authentic products in the market area and classes and events where you can learn about Italian food, drink and culture.                                                                                                          | Discover Eataly's history and manifesto through the store visit and an Italian typical food tasting.                                                                                                                                                           |
| Italian Politics. International Change and Domestic Transformation | Memoriale della Shoah (Milan Shoah Memorial)                          | The Shoah Memorial in Milan is located deep within the city's Central Station on a sublevel below the main tracks. It was here that deportees arriving from San Vittore prison (Jews and persecuted people) were loaded onto livestock cars heading for concentration camps. The Memorial is meant to be a place of study, research, discussion, and interchange: a memorial for those who were, for those who are, and especially for those who will be. | Experience an emotional and symbolic historical place. Understand Italian Fascism and German Nazism relationship and how Fascism has influenced Italian history and processes during the "Republican Italy" period until nowadays, both nationally and abroad. |

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| Green Management & Sustainability                                                                      | Eco-Hotel Milano                                                                       | Eco-hotel operates a sustainable business model since 2006 in the city of Milan. Its pillars are: Bio food & beverage, bioarchitecture and recycled furnishing, certified ecological detergents use, separate waste collection, energy saving, green suppliers and communication.                                                                                                                   | Hear directly from the founder the reasons and actions of his "going green" choice, and have a taste of the organic brunch, one of the flagship services of the hotel.                                                                                                                                                      |
| Italian Masterpieces, Portrayal of a Culture through its Cinema                                        | MIC - Museo interattivo del cinema (Cinema Museum)                                     | Milano MIC is the first museum in Italy to offer an innovative experience: from the first films of the Lumière Brothers to the latest technological applications, MIC allows visitors to retrace the history of cinema and its birth by interacting with high-tech devices. Featuring 6 spaces dedicated to Cinema, Photography, Dubbing, Sound Effects, Soundtrack, Virtual Reality & Video Games. | Guided by the Professor, interact with filming equipment and apps, watch old movie clips from the archives and discover film locations, dubbing techniques and technological evolution of Italian cinema, including recent green screens and VR. In the end enjoy a film projection in the beautiful theatre of the museum. |
| Strategic Management and Entrepreneurship                                                              | Strada Ferrata                                                                         | It is one of the first Italian whisky start-up distillery. It has identified a business opportunity and launched a new range of products lacking in the Italian industry                                                                                                                                                                                                                            | Learn how identify and leverage market opportunities to create your own business. A very smart business case that exemplifies the content of this course                                                                                                                                                                    |
| Geopolitics and Technological Changes: the Future Today                                                | Meet Alfredo Taborga, Data Protection Solutions Sales Manager for Andean Mexico & NOLA | Data theft and data breach are among the most dangerous threats that companies face nowadays. Dr. Taborga is in charge of Dell marketing strategy on data protection.                                                                                                                                                                                                                               | Deep dive into cybersecurity with Dr. Taborga and analyze with him strategies and actions to prevent cyber-crime attacks.                                                                                                                                                                                                   |
| Understanding the Customer: Theories, Trends, and Values for an Effective Communication Strategy       | DSCOVr                                                                                 | DSCOVr agency has developed a platform that overcomes the limits of traditional approaches to qualitative and quantitative research and obtain more authentic and balanced data.                                                                                                                                                                                                                    | Visit the agency and get an insight of their innovative method to conduct market research and gather data on clients. Join their practical workshop that allows you to test their marketing tools and techniques.                                                                                                           |
| Mass Communication and Media Industries: the Italian Style in Producing and Managing TV, Ads and Music | Sky TV                                                                                 | Sky Italia is a pay-per-view broadcast platform that produces content and develops its own distribution technology, which is a set-top box directly connected to the client's Internet provider.                                                                                                                                                                                                    | Visit the production and distribution studios and hear directly from the professionals why Sky TV is the most innovative Italian TV broadcaster from a technological standpoint.                                                                                                                                            |