



**24ORE**  
**BUSINESS SCHOOL**  
Summer School

---

**GRADUATE CERTIFICATE COURSES**

- **ART & MUSEUM MANAGEMENT**
  - **LUXURY GOODS MANAGEMENT**
- 

**SUMMER 2014**

Rome, June 30<sup>th</sup> to July 18<sup>th</sup>

*3 weeks, full-time*



GRUPPO**24ORE**

## INDEX

---

Introduction	p. 3
Sole 24 ORE Business School	p. 4
John Cabot University	p. 6
Characteristics of the Certificate Courses	p. 7
Art and Museum Management	p. 8
Luxury Goods Management	p. 10
How to Apply	p. 12

## INTRODUCTION

---

Sole 24 ORE Business School and John Cabot University are offering the first edition of an international summer program for students interested in direct knowledge and experience in areas of Italian excellence:

- Art and Museum Management
- Luxury Goods Management

The program, taught by experts, offers interactive and up-close exposure to areas of Italian excellence. Our courses aim to help students use their creativity, innovation, and know-how, to develop the technical and managerial skills necessary in the fields of art and luxury goods.

Courses include:

- > classroom lectures
- > professional testimonials
- > field visits to a textile factory, museums, and cultural attractions



## SOLE 24 ORE BUSINESS SCHOOL



Sole 24 ORE Education has developed innovative and specialized business training and professional development programs aimed at helping recent graduates just beginning their careers to acquire new knowledge and skills, as well as mature managers and professionals who need to update existing skills or develop new areas of expertise. Programs are designed for individuals working in both the public and private sectors.

Focusing on the various needs of young managers and professionals, curricula are continuously updated to take into account the newest business trends. Experienced publishers with backgrounds in education identify key topics, setting in motion a rich dialogue between experts, journalists and the more than 6000 managers who participate every year. Sole 24 ORE Education programs aim to provide a concrete grounding in the areas of economics, finance and management.

### **Sole 24 ORE Education programs include:**

- Annual Events
- Specialized Master's Degrees
- Executive Master
- Courses and Conferences
- E-learning
- In-house education
- Professional development

### **The Business School offers:**

**A full-time Master's program** which incorporates work experience gained through internships that provide young students with a greater competitive edge to enter the work force at a higher level of qualification and expertise.

**The Executive24 Master** is designed for busy managers and entrepreneurs who must balance their career obligations with their need for continuous learning in a dynamic world. The program alternates distance learning with on-campus sessions to allow for a more flexible educational experience.

**The Master24** is designed for self-learners and is based on an innovative formula of distance learning that takes advantage of a multimedia classroom which includes access and interaction with experts.

**Participants in the educational programs have access to Sole 24 ORE's vast wealth of high-quality, multimedia resources.**

**Faculty include highly qualified Italian and international experts** who have experience both in their fields as well as in the classroom. They utilize a pragmatic approach that is oriented towards the needs of business professionals.

**Relationships with businesses are a top priority for Sole 24 ORE Business School.**

The Business School has always paid particular attention to developing and maintaining strong relationships with some of the most important companies and consulting firms in Italy and throughout the world. We currently collaborate with more than 600 internationally respected business partners. This network allows Sole 24 ORE to integrate real business situations into its training programs, thus providing solid and practical applications for learning.

**150 scholarships available to students**

**Sole 24 ORE's e-learning platform** allows students to participate in specialized on-line courses and utilizes interactive educational programs that target individual learning needs.

**Internships are an integral part of the Master's program**

and represent an important opportunity for graduates to enter the world of work. The vast network of contacts from the corporate, professional and financial sector, coupled with the preparation provided by the Master's program, provide students opportunities to enter important firms in both Italy and abroad.

**Career placement follows upon successful completion of the Master's program**

and consists of introducing qualified applicants to organizations, matching students' résumés (curriculum vitae) with the needs of the firms. The goal is to ensure that graduates gain relevant and meaningful experience which will allow them to continue their career development.



## JOHN CABOT UNIVERSITY



John Cabot University, founded in 1972, is an American liberal arts university in Rome. For 40 years, John Cabot has been at the forefront of international education in Italy, providing quality academic programs. The University awards Bachelor of Arts degrees in 13 fields, including International Business, Marketing, Economics and Finance, Business Administration, Art History, Humanities, Communications, and International Affairs.

John Cabot University's motto "Explorando Excello" underlies its belief that serious learning and exploration of the world, in conjunction with excellence in analysis and communication, forms the basis for students' development as future leaders in the arts, public service, and business.

With a student body of 1000 students from over 65 countries, internationalism and cross-cultural exchange create the unique John Cabot learning environment. Students develop flexible and innovative thinking through interaction and engagement with a diverse group of students and professors. John Cabot professors hold degrees from the most prestigious institutions of higher learning and are dedicated mentors to their students.

The hallmark of the University is continued pursuit of academic excellence in an international environment.



## CHARACTERISTICS OF THE CERTIFICATE COURSES

---

### CANDIDATES

The certificate courses are suitable for students and professionals who would like to develop greater knowledge and expertise in the sectors of Art and Museum Management, and Luxury Goods Management, to strengthen their skills and prepare for their own entrepreneurial ventures.

### DURATION AND STRUCTURE

Courses take place during John Cabot's 2014 summer session, from June 30<sup>th</sup> to July 18<sup>th</sup>. Classes are held Monday through Friday on campus and include lunch at the University's Tiber Café to facilitate networking among participants. Fridays will be dedicated to on-site visits.

### LANGUAGE

The language of instruction is English.

### FACULTY

The instructors are all experts with direct experience as managers, consultants, and professionals in their fields, as well as experience in the classroom.

Courses also include distinguished guest speakers who will share valuable knowledge with students based on a lifetime of professional experience.

### TEACHING METHODOLOGY

Pragmatic, interactive teaching methods are used to provide students with practical knowledge that will be of direct use in their careers. Teachers engage students in case discussions, projects, group work, and various hands-on activities. In addition, each course will include excursions and on-site visits.

### STUDENT RESOURCES

Students will be given full access to the University's library, which provides a myriad of resources in print, as well as digital archives accessible both on- and off- campus. Students will also have access to the University's computer labs. In addition, the entire campus is equipped with Wi-Fi.

### EDUCATIONAL ORGANIZATION

A scientific committee - informed by the experience of professionals and managers in the relevant sectors - has developed the curricula and oversees the educational quality of the courses. In addition, faculty are selected based on their professional and academic excellence and experience, as well as their ability to be engaging in the classroom. A Coordinator is assigned to ensure smooth integration among students, faculty, firms and organizations involved in the program.

## ART AND MUSEUM MANAGEMENT

The Certificate Course in Art and Museum Management is designed to provide professionals and students with the specific skills that successful management in this field requires. Students will gain an understanding of how to manage art museums, galleries, and cultural heritage sites, as well as the necessary skills to provide consultation to organizations that specialize in artistic and cultural projects.

### Course Objectives:

- develop students' practical and specialized knowledge in art and museum management
- strengthen skills through active learning
- learn from the experience of experts from firms and organizations within the art market and museum management sector
- provide practical application through on-site visits to cultural and artistic organizations, including large, public museums, as well as smaller, private museums and cultural attractions. Site visits include the Capitoline Museum, the Vatican Museum, and a trip to Florence.

### Course Outline:

1. The world of art: structure and characteristics of the sector
  - The concepts of cultural heritage and "opera d'arte"
  - The world of art today
  - Comparison of Italy, Europe, and the US today
2. The Museum: organization, management, and development
  - The origins and growth of museums: from "wunderkammer" (a cabinet of wonders) to contemporary museums of today
  - What is a museum? Characteristics, purpose, and goals
  - Museum management: mission, governance, accountability, and reporting
  - Strategic museum management
  - Management models for cultural patrimony: Europe and the US
3. Marketing of goods, services, and cultural sites
  - Introduction to cultural organizations and marketing
  - Art as an instrument for marketing a cultural site
  - The process of cultural marketing
  - The new consumer of art and culture: understanding market behavior
  - How to differentiate and position cultural goods
  - New frontiers in management of cultural institutions
  - Complementing museum offerings: "edutainment" - education as entertainment
4. Strategic communication of art and culture
  - Art and cultural sites as levers of communication
  - Effective communication of art and culture: from strategy to implementation
  - Press offices: media and editorials
  - Websites and new digital media
  - Art and specialized media

## Faculty

5. Technology and multimedia
  - Multimedia and support for art
  - From the multimedia exhibit to the virtual exhibit
  - Promoting art and culture using technology
  - Exploring the new museum frontier: from multimedia to “edutainment”
6. Project management of an exhibit or cultural event
  - Project management of culture
  - Project management of event production
  - Organization and management of projects
  - Fundraising for financing of artistic and cultural events
7. Cultural Tourism
  - Tourism to learn and appreciate a country’s or a region’s artistic and cultural sites
  - Management of artistic and cultural sites to preserve and promote local culture
  - Creating cultural tourism packages
  - Works of art as tourist attractions

### **Site visits**

*Several trips will be made throughout the course to deepen students’ learning experience. On-site visits to cultural and artistic organizations, including large, public museums, as well as smaller, private museums and cultural attractions. Site visits include the Capitoline Museum, the Vatican Museum, and a trip to Florence.*

### **Oswaldo Adinolfi**

Senior Vice President Marketing  
Edelman

### **Mariolina Bassetti**

Chairman Christie’s Italia  
International Director Post-War  
& Contemporary Art Department

### **Alessandro Bollo**

Head of Research Unit, Fondazione  
Fitzcarraldo

### **Margherita Bozzano**

Expert in Cultural Tourism

### **Luca Costa Sanseverino**

Consultant  
Project Manager Finance Specialist

### **Sam H. Minelli**

Head of Business Innovation  
Business Strategies

### **Linda Nolan**

Ph.D. University of Southern California  
Specialty in the history of museums and  
exhibitions and experience in as a Gallery  
Teacher in the Education Department,  
J. Paul Getty Museum, Los Angeles, CA

### **Riccardo Sorani**

Director & Art Market Analyst  
Ntq Data Ltd

### **Lila Yawn**

Ph.D. University of North Carolina, Chapel Hill  
Specialty in art history and communication  
of cultural and museum events and event  
planning

## LUXURY GOODS MANAGEMENT

Luxury goods, fashion and lifestyle is one of the most important areas of Italian excellence. The Certificate Course provides technical and managerial expertise to aspiring professionals and entrepreneurs in this sector.

### Course Objectives:

- train students with a multidisciplinary foundation by bringing together creativity with the ability to interpret and foresee business trends, though the knowledge and practice of specific management tools and techniques
- provide students opportunities to learn from the experience of professionals working in the luxury goods sector, as well as develop future networks in the luxury goods market
- provide practical application of the concepts learned in class through on-site visits and educational tours, including the Gucci factory in Florence, and the Prada and Salvatore Ferragamo boutiques on Via del Corso in Rome.

### Course Outline:

1. Made in Italy: yesterday, today, and tomorrow
  - Creativity: the DNA of Italy
  - Craftsmanship: Italian excellence
  - History and tradition of design and fashion
2. Luxury goods market: from products to global markets
  - Characteristics of luxury brands
  - Consumer trends in the luxury goods market
  - Emerging trends in the luxury goods market: from product to lifestyle
3. The fashion and luxury goods industry
  - Definitions of the sectors: fashion, perfumes, automobiles, jewelry, design, etc.
  - Production districts in Italy and the world
4. Emerging trends in the markets for luxury goods
  - Luxury goods: from products to lifestyles
  - Private equity in the market for luxury goods
  - Emerging markets and new marketing opportunities for luxury goods: high tech products, food, hotels, fitness, interior design and household items, and beauty products
5. New consumers of luxury goods
  - The new consumer
  - The relationship between luxury, low cost, and no logo goods
  - The language and symbols of high fashion and luxury goods
6. Marketing of luxury goods: from product development to pricing
  - Marketing luxury goods
  - Marketing plans for luxury goods
  - Web and digital media: the frontiers of marketing
  - Development of luxury goods
  - Pricing as a factor for product promotion
7. Communication and events
  - Positioning the communication mix
  - Integrating communication on the web
  - The role of digital PR in the world of luxury goods
  - Events as an instrument of communication and promotion

## Faculty

8. Commercial policies and management of luxury retail stores: promoting the “Made in Italy” brand in a global economy
- Retail marketing
  - Sales management
  - The role of “the store” for brand promotion
  - Visual merchandising
  - Strategic marketing and promotion of the “Made in Italy” brand
9. Outlet stores and e-commerce for luxury goods: customer relations management and integrating brand touch points
- Customer experience
  - Luxury outlets
  - Opportunities for luxury marketing using e-commerce

### **Site visits**

*Students will visit the Gucci factory in Florence, and the Prada and Salvatore Ferragamo boutiques on Via del Corso in Rome.*

## Guest Speakers

**Brunello Cucinelli**  
President & CEO  
Brunello Cucinelli

**Ferruccio Ferragamo**  
President  
Salvatore Ferragamo Italia

### **Oswaldo Adinolfi**

Senior Vice President Marketing  
Edelman

### **Paola Bottelli**

Editor  
Il Sole 24 ORE

### **Robert Christofferson**

Management Consultant for luxury firms  
Business Administration Department  
John Cabot University

### **Marco Ferrari**

Partner & CEO  
M2

### **Antonella Salvatore**

Speciality in Marketing and Retailing,  
Business Administration Department  
John Cabot University

### **Roberto Sciarra**

General Manager  
One on One  
Technogym Group

### **Annamaria Tartaglia**

Expert in Fashion Marketing,  
Luxury and Lifestyle

### **Ciro Verrocchi**

General Manager  
Intercontinental De La Ville Rome

## HOW TO APPLY

---

Applications are available on the Center for Professional and Continuing Education page of the John Cabot University website at [www.johncabot.edu](http://www.johncabot.edu). All applications should be submitted to [admissions@johncabot.edu](mailto:admissions@johncabot.edu).

### Requirements:

To be eligible:

- complete the application
- write a Statement of Purpose in English stating why you want to attend the course
- be comfortable following classes and completing assignments in English

If needed, John Cabot will provide a visa letter if the student is housing on campus.

For information on how to obtain a visa, please contact the Immigration Services Office at: [ps@johncabot.edu](mailto:ps@johncabot.edu).

Housing assistance available upon request.

### Course Schedule

The courses will begin Monday, June 30th and end Friday, July 18th. Classes will be held Monday through Friday, from 9 am - 1pm and 2pm - 6pm.

### Contact Information

John Cabot University  
Via della Lungara, 233 Rome

Tel. +39 06 68191234  
Fax + 39 06 6832088  
[www.johncabot.edu](http://www.johncabot.edu)  
[professionaledu@johncabot.edu](mailto:professionaledu@johncabot.edu)

### Tuition and Fees

Tuition for each course is Euro 4,200 (tax included).