



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## UCLA Global Cities - Summer 2021

### Course Structure

	June 28 - July 2	July 5 - 9	July 12 - 16	July 19 - 23	July 26 - 30
<b>Business</b>	Strategic Management and Entrepreneurship		Business, Government and the Global Economy		
<b>Marketing and Communication</b>	New Frontiers in Brand Communication and Consumer Engagement		Understanding the Customer: theories, trends, and values for an effective communication strategy		
<b>Cultural Studies</b>	A Mafia Story: its representation in literature, cinema and television				
			Federico Fellini and Contemporary Italian Cinema		
			Creative Storytelling: from literature to cinema to other forms of fiction		
<b>International Relations</b>	Italian Politics and the International System: resilience and change		Geopolitics and Technological Changes: the future today		