



UNIVERSITÀ DEGLI STUDI DI SIENA - CAMPUS UNIVERSITARIO DI AREZZO

# Master Executive in History Design and Marketing of Jewelry

April 2022 - April 2023



## CONTACTS

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## TARGETS

FROM DESIGN TO PRODUCT AND FROM PRODUCT TO MARKET

The objective of the Master is to train versatile professionals, adaptable to both the needs of goldsmith companies and the varied world of freelance. The new challenges put companies in the need to find resources able to raise the quality of production but also know how to promote it. In fact, this training course deals with various issues from the history of precious ornaments to goldsmith techniques, from jewelry design (addressed both from a historical point of view, both from the perspective of contemporary design) to marketing and management of jewelry, up to communication and promotion. For all these reasons this course has a large part of the teachers professionally engaged in the jewelry sector chosen among the most qualified nationally and internationally.

## USERS

The Master is open to those who already have any type of bachelor degree.

## MAIN TEACHING SUBJECTS

The course consists of 4 modules:

### FIRST MODULE

Jewelry history [30 hours]

### SECOND MODULE

Jewelry marketing [30 hours]

### THIRD MODULE

Goldsmith techniques [30 hours]

### FOURTH MODULE

Jewelry design [90 hours]

TOT. 180 HOURS OF WHICH 100 HOURS IN LABORATORIES

## INTERNSHIP

At the end of the classroom training, students will follow an internship of at least 225 hours. The internship will take place in companies, laboratories or in public or private authorities in Italy.

## REGISTRATION FEES

Registration fees are 3000 euro.

## SCHOLARSHIP

Promoter authorities will awards some scholarships

## REGISTRATION

Registration deadline March 15th 2022

Online office:

[www.unisi.it/didattica/post-laurea/masters/storia-design-e-marketing-del-gioiello](http://www.unisi.it/didattica/post-laurea/masters/storia-design-e-marketing-del-gioiello)

## PROMOTER AUTHORITIES

Consulta Provinciale dei Produttori



Orafi e Argentieri di Arezzo

Federazione Orafi e Argentieri CONFARTIGIANATO IMPRESE AREZZO

Federorafi - Sezione Orafi CONFINDUSTRIA AREZZO

Federazione Orafi-Argetieri CNA AREZZO

Unione Orafi CONFAPI AREZZO



CAMERA DI COMMERCIO  
AREZZO-SIENA



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Arezzo Grosseto Siena