



**PEGASO**

Università Telematica

D.M. 20 04 2006 G.U. n° 118 del 23 05 2006

**MASTER LEVEL I**

**MADE IN ITALY - Italian Food and Wine**

**1<sup>ST</sup> Edition**

**1500 hours 60 ECTS**

**Academic Year 2022/2023**

**MA1423**



<b>Title</b>	MADE IN ITALY - Italian Food and Wine
<b>Edition</b>	1 <sup>ST</sup> Edition
<b>Area</b>	INTERNATIONAL
<b>Category</b>	MASTER
<b>Level</b>	Level I
<b>Academic Year</b>	2022/2023
<b>Duration</b>	One year, 1500 hours, 60 ECTS

<p><b>Presentation</b></p>	<p><b>Made in Italy</b> is an expression that recalls the image of high-quality Italian products throughout the world.</p> <p>The <i>Enogastronomy</i> traditions are an authentic brand that may symbolise the excellence and uniqueness of the Made in Italy products.</p> <p>During the course, the following topics will be covered:</p> <ul style="list-style-type: none"> <li>• Products and Territories with a geographical indication (GI)(PDO AND PGI, TSG, PAT and SLOWFOOD PRESIDIA PRODUCTS): History, Production, Territoriality; Wines and Territories with a geographical indication (GI, IGT, DOC AND DOCG): History, Production, Territoriality;</li> <li>• Case Histories of the Study Course on PDO (Protected Denomination Origin) and PGI (Protected Geographical Indications) Products: <ul style="list-style-type: none"> <li>◦ Francesco Nacci, President of the Ceglie Messapica Biscuit Consortium - Slow Food presidium;</li> <li>◦ Massimo di Porzio, Vice President of the Vera Pizza Napoletana Association TSG (Traditional Speciality Guaranteed);</li> <li>◦ Giuseppe de Martino, President of the Pasta di Gragnano PGI (Protected Geographical Indication) Consortium;</li> <li>◦ Gaetano Mastrantoni , PAT (Prodotto Agroalimentare Tradizionale - traditional processed agricultural product) Bufala Priverno;</li> <li>◦ Nicola Bertinelli, President of Parmigiano Reggiano PDO (Protected Denomination Origin) Consortium</li> </ul> </li> <li>• Ethics and Sustainability: The future of Food&amp;Wine productions.</li> </ul> <p>In addition, students shall learn the principles of ethics and sustainability and product communication and marketing, with references to the Italian food and wine products</p>
<p><b>Objectives</b></p>	<p>The course aims to let international students know how Made in Italy Food&amp;Wine is born and which are the main products certified according to European rules, also through company case histories basing on interviews with experts in the field, that shall give students a unique opportunity to turn the passion for the product into a path of professional growth.</p>
<p><b>Directors</b></p>	<p>BARBERINI FRANCESCA ROMANA</p>

<p><b>Target audience</b></p>	<p>The course is aimed to all those interested in:</p> <ul style="list-style-type: none"> <li>• starting a managerial career in the Food and Wine industry;</li> <li>• becoming expert in hospitality services;</li> <li>• becoming expert in communication in the Food&amp;Wine sector or in retailing and tourism sector.</li> </ul>						
<p><b>Tools</b></p>	<p><i>This Postgraduate Master Course will be delivered online through our didactic platform available 24/7</i></p>						
<p><b>Contents</b></p>	<table border="1" data-bbox="528 835 1414 992"> <thead> <tr> <th colspan="2" data-bbox="528 835 1414 880">Topics</th> </tr> </thead> <tbody> <tr> <td data-bbox="528 880 576 949">1</td> <td data-bbox="576 880 1414 949">For information about the modules that will be covered during the course, please consult the section Objectives</td> </tr> <tr> <td data-bbox="528 949 576 992">2</td> <td data-bbox="576 949 1414 992">Final dissertation</td> </tr> </tbody> </table>	Topics		1	For information about the modules that will be covered during the course, please consult the section Objectives	2	Final dissertation
Topics							
1	For information about the modules that will be covered during the course, please consult the section Objectives						
2	Final dissertation						
<p><b>Activities</b></p>	<p>The distance learning system shall provide assisted learning along a predetermined educational path, with access to didactic materials specifically developed, with a wide range of interactive individual and group activities, supervised by tutors and experts in the field, able to interact with students and to answer their enquiries.</p> <p>The study of the didactic materials, both digital (video lessons of the lecturers with graphic animations) and on paper support (lecture notes and/or texts), is conducted according to the time schedules and personal availability of the student.</p> <p>Students may avail of video lessons for the study of theoretical knowledge, of bibliographies and sitographies, in addition to notes and documents necessary for the acquisition of practical skills.</p>						

<p><b>Committments</b></p>	<p>Students are expected to:</p> <ul style="list-style-type: none"> <li>• study the didactic material specifically arranged;</li> <li>• participate in online activities;</li> <li>• successfully meet the required learning outcomes of each module as stated in course outline in order to pass the assignments;</li> <li>• revise the assignments according to the lecturers' comments in an event of the failure to meet one or more of the learning outcomes for each module;</li> <li>• successfully pass the final dissertation defence real time via digital tools.</li> </ul>
<p><b>Access Qualifications</b></p>	<p>The following access qualifications are required:</p> <ul style="list-style-type: none"> <li>• Bachelor's Degree qualification (EQF level 6)</li> </ul>
<p><b>Enrolment terms</b></p>	<p><b>Enrolment always open</b></p>
<p><b>Terms and Conditions</b></p>	<p>The administration department reserves the right to activate the Postgraduate Course: <a href="https://docs.unipegaso.it/postlaurea/mancata_attivazione.pdf">https://docs.unipegaso.it/postlaurea/mancata_attivazione.pdf</a></p> <p>By enrolling in this course, you accept and agree to abide by the following Terms and Conditions of Use: <a href="https://docs.unipegaso.it/postlaurea/cond_util_post.pdf">https://docs.unipegaso.it/postlaurea/cond_util_post.pdf</a></p>

**Enrolment fees**

**€ 1000,00**

to which are added € 116 for service contribution  
to be paid in a single instalment at the time of registration  
(or by the following installments)

	Instalment	Deadline
1	500€ + € 116 for service contribution	at the time of registration
2	500€	after 1 <sup>st</sup> month of the enrolment

**Payment modalities**

The payment of the total amount/first instalment can be made by bank transfer, effected from the applicant **ONLY**, at the following bank account:

**UNIVERSITÀ TELEMATICA PEGASO**

**Banca Generali**

**IBAN: IT 44 M 03075 02200 CC8500647145**

**BIC/SWIFT CODE: BGENIT2T**

Please, indicate in the reason of payment: **Name, Surname, a copy of the proof of payment and the Postgraduate Master's code: MA1423**

<p><b>Data Protection Act</b></p>	<p><b>DATA PROTECTION ACT IN COMPLIANCE WITH THE REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016</b></p> <p>We hereby inform you that your data is processed in compliance with the new General Data Protection Regulation (EU Reg. 2016/679) by Università Telematica Pegaso. On the website <a href="http://www.unipegaso.it">www.unipegaso.it</a> you can find the information regarding the procedures and methods of data processing.</p> <p>At any time, in relation to your Data, you may exercise your rights under the terms and conditions described in articles 7 and 15-22 of the Rules, by contacting the Data Controller of Università Telematica Pegaso, Piazza Trieste e Trento, 48 - 80132 Naples, by post or fax, indicating on the envelope or on the sheet the wording " Privacy Policy", or sending an e-mail at: <a href="mailto:privacy@unipegaso.it">privacy@unipegaso.it</a></p> <p>You can find the Regulation on the website of Università Telematica Pegaso at the following link:</p> <p><a href="https://www.unipegaso.it/website/privacy">https://www.unipegaso.it/website/privacy</a></p> <p>It is possible to consult the information on the Università Telematica Pegaso website, at the address: <a href="http://www.unipegaso.it/website/privacy">http://www.unipegaso.it/website/privacy</a></p>
<p><b>Further information</b></p>	<p>For any further information, please send an email at:</p> <ul style="list-style-type: none"><li>• <a href="mailto:international@unipegaso.it">international@unipegaso.it</a></li></ul>