The University of Messina (UniMe), founded in 1548, has an ancient tradition going back more than 500 years. Tradition and innovation intermingle in the four different campuses where the 12 departments of UniMe are located: student residences, canteens, cutting edge libraries and a sports center covering over 135,000 square meters.

Italy is the cradle of the Mediterranean diet and it’s a center for eno-gastronomic excellence. From oil to cheese to wine: more than five thousand traditional agri-food products are classified as domestic by the Italian Ministry of Agriculture; each tells the story of a territory, expresses the soul of a place, and a knowledge that has been handed down for centuries especially among the many small “Made in Italy” producers.

UniMe launches its own specializing Master in Food, Quality International Management, a study program that offers an integrated approach to the study and assessment of quality processes and management in the agri-food chain through an exclusively developed techno-managerial approach. This one-year Master gives students the chance to analyze the food industry drawing from both social and life sciences.

Our approach covers food quality, quality management, quality policy, business strategy and innovation tools.

The Master includes a specific teaching program, with contributions from experts and brand leaders to promote understanding of the excellence of the Italian food and wine and agri-food system, linking it to the principles of economics and competitiveness. The Master in Food, Quality and International Management grants 60 ECTS credits, characterized by practical and dynamic teaching.

Kick-start a career in business with our Master in Food, Quality International Management program – an intensive, one-year, full-time program that prepares recent graduates from diverse academic backgrounds for a wide range of careers in management of the food industry.

Program description
The program is divided into 6 key areas:

1. **Economics** Section (no. of ECTS 6)
   The master offers an integrated vision of the business system with particular reference to the eno-gastronomic context, observed in its structure and its operating characteristics, taking into account the economic-social context in which the companies operate.

2. **Management** Section (no. of ECTS 10)
   The Master introduces and provides full knowledge of the basics of food management, using case studies to understand the mechanisms that characterize strategic and operational marketing processes, and the use of project works as tools to support marketing strategies.

3. **Marketing** Section (no. of ECTS 10)
   Food Industry 4.0 and digital marketing and category management represent an innovative but essential field of study to be competitive. This part is aimed at deepening the most relevant traits and main challenges of Web 2.0, with the aim of identifying the main issues of Digital Marketing and operational approach to marketing online (e-Commerce).

4. **Sustainability** Section (no. of ECTS 4)
   In line with a 4.0 transition, the world of Food must necessarily adopt green sustainable and circularity-oriented policies and solutions. The main topics developed are related to Eco-Design and Circular Economy Area applied to the Green Supply Chain.

5. **Digital Section** (no. of ECTS 6)
   The master program includes topics related to Techno media relations and Food Digitalization, while focusing on Category management 4.0 and practical applications on Food e-Commerce.

6. **Quality & Safety** Section (no. of ECTS 12)
   The Master also offers a view on legislative, mandatory and voluntary aspects of management processes and supply chains in terms of quality, safety and traceability (HACCP, ISO 22000, ISO 22005, etc.). Particular attention will also be given to nutraceuticals.

All lectures will be integrated with **case studies, workshops and in-company visits**. In addition, the master includes specialized mentoring for each student in view of the final job placement.

The Master can be attended both in classroom and online with real time interaction with the instructors.

Internships and Mobility
The program requires that students participate in the international internships and mobility.
The University of Messina has many Erasmus+ Mobility and Erasmus+ Mobility Traineeships programs for students to choose from.

Program requirement: Italian and foreign Bachelor graduates in all fields of education, with a specific interest in the production chain and the food market (also in terms of e-business), from a management and commercial point of view (product innovation, safety, quality, management and sales strategies. English B2 level required.

Tuition fee: 3,500 euro payable in three installments.

Scholarships are offered by the Regional Agency for the Right to Higher Education (ERSU). Information is available at: https://www.ersumessina.it/borse-di-studio/

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