Italian@UW-Madison
Why Italian@UW-Madison?

• The first class in Italian at UW-Madison was offered in the 1850s!
• Italian language courses became a regular part of UW-Madison curriculum in academic year 1887-88!
• Italian at UW-Madison remains one of the oldest and most important Italian programs in the world.
Why Italian?
Some career possibilities include:

- International Business
- Law
- International Affairs
- Education
- Diplomacy
- Translation
- Security
- Retail
- Design
- Advertising Manager
- Advertising Copywriter
- Foreign Correspondent
- Int'l Account Manager

- Fashion
- Apparel Merchandizing
- Public Relations
- Communication Arts
- Telecommunications
- Historian
- Management
- Arts Administration
- Public or Environmental Affairs
- Banking Correspondent
- Bilingual Officers/Clerks/Tellers
- Foreign Exchange Trader
- Overseas Plant Manager

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Why Italian?
Supply and Demand

• “In their findings, the law of supply and demand prevailed. With its 1.7% wage premium, Spanish was the least valuable, followed by French (2.7%). Knowledge of German, Italian, Russian and Chinese was more valuable, translating into an average 4% income boost.” (Forbes)
Why Italian?
Business opportunities

• An estimated 7,000 US companies do business in Italy
• More than 1,000 have offices in Italy: Cisco, Eli Lilly, Microsoft, Mars, Tetra Pak, PepsiCo, City Bank, Fedex, S.C. Johnson, Kraft, Unilever, McDonalds, Kellog, and many more
Why Italian?
Acquire valuable skills

Our graduates acquire and develop versatile global-readiness skills that can be applied in a variety of different careers:
• intercultural knowledge and competence;
• public speaking;
• leadership;
• creative and critical thinking and writing;
• communication;
• analysis and interpretation;
• collaboration;
• conflict management;
• self-expression...
Related Major Skills

- Speaking to groups
- Reading/writing another language
- Clarifying ideas
- Writing clearly
- Explaining complex concepts
- Reading critically
- Interpreting data
- Evaluating information
- Evaluating evidence
- Comparing translations interpretations
- Gathering information
- Working with original sources in many fields
- Organizing materials/information
- Summarizing ideas
- Compiling/recording data
- Evaluating results
- Collaborating as part of a team
- Determining the needs of others
- Acknowledging value systems
- Listening carefully
- Interviewing non-judgmentally
- Designing instruments
- Reporting and editing
- Establishing hypotheses
- Reading for content and structure
- Working with research subjects
- Communicating between cultures
- Understanding cultural diversity
- Assessing needs
- Adapting to other cultures
- Weighing values
Why Italian?
The pay reward
Why Italian?  
Favorable job market

• Forbes, summer 2018:
  • “Fewest underemployed college graduates studied Foreign Language, Literature, and Linguistics. In other words, for every cliché of a barista or bartender with a liberal arts degree, there were ten with a degree in business.”

• US Department of Labor, 2018 report:
  • The fastest-growing occupation in the US is translation and interpretation. Jobs in this sector are predicted to grow by 400% by 2025.
Why Italian?
Business collaboration

• Italy is one of the world’s largest economies.

• An estimated 7,000 US companies do business in Italy, while more than 1,000 have offices in Italy: Cisco, Eli Lilly, Microsoft, Mars, Tetra Pak, PepsiCo, City Bank, Fedex, S.C Johnson, Kraft, Unilever, McDonalds, Kellog, etc.

• Hundreds of Italian companies do business in the US. A detailed list of the Italian companies in the US can be found on our web page: Fiat Chrysler, Armani, Bulgari, Dolce&Gabbana, Alfa Romeo, Maserati, Peroni, Bianchi Bicycle, Lavazza, Illy, Edison G&E, Ferrero, Vespa, Telecom, EXOR, Unicredit, Enel.
Why Italian?
Profile enrichment

• “When introducing the iPad 2, Steve Jobs summarized his strategy this way: “It is in Apple’s DNA that technology alone is not enough—it’s technology married with liberal arts, married with the humanities, that yields us the results that make our heart sing.” (Newyorker)
Some job ads

- **Video Game Language Tester, Italian**
- **Italian Language Project Manager (NYC)**
  - About the Job
  - As a result of continued demand for our products and services, Translations.com is looking for a bright, self-motivated Italian Language Project Manager to join our “startup within an established company”. Language Project Managers manage the entire life-cycle of translation projects for our clients.
- **Manufacturing Engineer, Rubber Technologies (Miami, FL)**
  - The ability to speak either Hungarian, Italian or Chinese is an advantage
- **Business Development Manager, ENEL Green Power**
  - OVERVIEW
  - The primary responsibility of the position is to source and/or develop opportunities to build value for the company in the form of development or acquisition or projects.
- **Bilingual Accountant/CPA - Italian**
  - Clayton & McKervey - Southfield, MI
- **Italian Speaking Research Analyst**
  - **Location:** Santa Barbara, CA
  - **Department:** International Product Management
  - **Type:** Full Time
- **Amazon Kindle Content Developer (Italian)**
  - **Category:** IT and Technology
  - **QUALIFICATIONS** - Fluent Italian and English (spoken, reading and written) essential, additional EU languages will be looked on favorably.
Why Italian?
The need for foreign languages

• “As we globalize and work across more countries, more significant than knowing a second or third language, there is a rising need for people skilled in understanding context that stems from how people speak or interact. This goes beyond issues of inclusiveness and having a culturally diverse workforce. It is much more an issue of leadership in being about to comprehend and hold different perspectives readily and why people may think in different ways. Per Chris Heuer of Alynd, ‘it’s about choosing the right words for creating understanding and alignment.’”

(Forbes)
READY TO STUDY ITALIAN?
Italian Certificate

The **Undergraduate Certificate in Italian** offers students the opportunity to develop intermediate proficiency in Italian language and their knowledge of language, literature and culture in the Italian-speaking world.

The Undergraduate Certificate also strengthens the applications of students who intend to pursue careers or graduate study in areas where Italian is useful.

It is open to all undergraduate students.
ITALIAN CERTIFICATE REQUIREMENTS

• Students must take a total of 15 credits beyond Italian 204.

• Students can choose from the following course list:
  • 2 required courses: Italian 311, 312, 321, 322.

• One elective course (3 credits) may be chosen from a Literature in Translation course on Italian literature and culture: Literature in Translation 213, 253, 254, 255, 256, 260, 400, 410.

• With department approval, up to 6 credits may be recognized for elective credit through a UW-sponsored study abroad program.

• For more information, visit https://frit.wisc.edu/undergraduate-programs-in-italian/#certificate-in-italian
The Undergraduate Major in Italian offers students the opportunity to develop advanced informal and professional proficiency in Italian language and their knowledge of language, literature and culture in the Italian-speaking world.

The Undergraduate Major also strengthens the applications of students who intend to pursue careers or graduate study in areas where Italian is useful.

It is open to all undergraduate students.
ITALIAN MAJOR REQUIREMENTS

• A total of 24 credits in Italian beyond 204, including the following:

  • 3 credits: Modern Italian Culture (IT230)
  • 6 credits: Composition & Conversation (IT311-IT312)
  • 6 credits: Literature (IT321-IT322)
  • 3 credits at the 600-level are optional.
  • Additional credits to attain the total of 24 credits include:
    IT340 (linguistics), IT350, IT365, IT410, IT423 (language), IT450-IT451 (literature), IT452-IT453 (culture), IT460 (film), and all Italian 600-level courses (literature).

• Literature-in-translation courses cannot be counted toward the major.

• For more information, visit:
  https://frit.wisc.edu/undergraduate-programs-in-italian/#major-in-italian
Study Abroad
UW in Bologna
UW in Bologna

• Fully immerse yourself in the Italian culture, improve your language skills, and spend your academic year or semester engaged in courses with Italian students at the University, and other BCSP participants in consortium classes.

• If you are at an advanced level of Italian language skill, and want a true Italian university experience where you can choose from a variety of courses and subjects, this program is ideal.

• Eligibility
  • 3.0 cumulative GPA
  • Fourth semester college-level Italian. Higher proficiency than the minimum requirement in Italian is strongly encouraged for all applicants.
  • Junior, Senior
  • 3.0 cumulative GPA in all Italian language courses
  • Language Prerequisite(s):
    4th Semester Italian

• https://studyabroad.wisc.edu-program/?programId=27
UW in Perugia
UW in Perugia

• Offered through Arcadia University, the summer Intensive Italian Language and Culture program is an approved UW affiliate program.
• On this program, you will be intentionally immersed in an Italian language and culture experience.

• **Eligibility**
  • 2.75 cumulative GPA
  • Sophomore, Junior, Senior
  • Open to UW-Madison degree-seeking students only
  • Good academic and disciplinary standing

• [https://studyabroad.wisc.edu/program/?programId=308](https://studyabroad.wisc.edu/program/?programId=308)
UW in Florence
UW in Florence

• UW works closely with CET Academic Programs, located in the heart of historical Florence.

• Courses are geared toward providing you with a grounding in Italian language, and both an understanding of Italy in a cultural and historical perspective, connecting it to greater European and global issues.

• **Eligibility**
  • 2.0 cumulative GPA
  • Freshman, Sophomore, Junior, Senior
  • Open to UW-Madison degree-seeking students only
  • Good academic and disciplinary standing

• [https://studyabroad.wisc.edu/program/?programId=417](https://studyabroad.wisc.edu/program/?programId=417)
DO YOU NEED MORE INFORMATION?
DO YOU HAVE QUESTIONS?

FOR ANY FURTHER QUESTIONS REGARDING OUR COURSES, PROGRAM, MAJOR, CERTIFICATE, ETC. CONTACT A FACULTY MEMBER OF THE ITALIAN ADVISING TEAM:

Dr. LOREN EADIE (eadie@wisc.edu): For 100-200-LEVEL COURSES.
Prof. JELENA TODOROVIC (jtodorovic@wisc.edu): for 300-400-LEVEL COURSES.

• STUDY ABROAD.
Prof. PATRICK RUMBLE (parumble@wisc.edu): ADVISING AND FOREIGN CREDIT EVALUATOR.

• READY TO FILL OUT THE FORM TO DECLARE THE ITALIAN MAJOR OR THE ITALIAN CERTIFICATE? CONTACT SHAWN RAMER (ramer2@wisc.edu).
Department links:

• VISIT THE ITALIAN@UW WEBSITE:
  https://frit.wisc.edu/undergraduate-programs-in-italian/

• Join us on Instagram:
  • https://www.instagram.com/italian_uw_madison/?hl=en

• “LIKE” us on Facebook!
  https://www.facebook.com/ItalianatUWMadison