



**UNIVERSITÀ  
DI SIENA  
1240**

### General information

<b>Denomination</b>
Master (I Level): HISTORY, DESIGN AND MARKETING OF JEWELLERY
<b>Learning objectives</b>
The Master intends to respond in an innovative and adequate way to the demands for growth and professional skills of the goldsmith sector, taking into account the needs of the labor market and the peculiarities of the Italian industrial districts, with particular attention to the goldsmith sector of the city of Arezzo, with which, in the previous editions of the master, increasingly close and actively collaborative relationships have been established. The aim of the master's degree is first and foremost to train professionals who are sufficiently versatile, qualified and prepared in the various sectors of development of a company (design, production, marketing) and therefore adaptable to the different needs of goldsmith companies. In fact, the training offer guarantees the learning of the tools and method to be able to understand, operate and manage the entire production cycle.
<b>Credits</b>
60
<b>Hours</b>
1500
<b>Duration in months</b>
12
<b>Deadline for applications</b>
16/03/2026
<b>Start date</b>
April 2026
<b>End date</b>
April 2027
<b>Absence percentage</b>
20%

<b>Website</b>
<a href="https://www.labor.unisi.it/">https://www.labor.unisi.it/</a>
<b>Expected languages</b>
Italian, English
<b>Department</b>
Department of Philology and Criticism of Ancient and Modern Literatures (DFCLAM)
<b>Teaching Contacts</b>
Paolo Torriti mail <a href="mailto:paolo.torriti@unisi.it">paolo.torriti@unisi.it</a>
Lorenzo Zanni mail <a href="mailto:Lorenzo.zanni@unisi.it">Lorenzo.zanni@unisi.it</a>
Stefania Martiniello
Giovanni Raspini

### Support and agreement

<b>Support and agreement</b>
No support or convention

### Access qualifications

<b>ClassDescription</b>	<b>Type Degree</b>
<ul style="list-style-type: none"> <li>- All Master's Degrees</li> <li>- All Master's Degrees</li> <li>- All Bachelor's Degrees</li> <li>- All bachelor's degrees</li> <li>- All university degrees</li> </ul>	
Legend of degree classes - L: bachelor's degree - LS: specialist degree - LM: master's degree - O.V. degree under the old system - DU: university diploma	
<ul style="list-style-type: none"> <li>- Other diplomas referred to in laws no. 42 of 26 February 1999, no. 251 of 10 August 2000 transposed by law no. 1 of 8 January 2002 (only for the health professions of nursing, midwifery, rehabilitation, health technician, prevention techniques and for graduates in social work)</li> <li>- Schools directed for special purposes pursuant to Presidential Decree no. 162/82</li> <li>- Qualifications issued by academies and conservatories referred to in Law no. 268 of 22 November 2002</li> </ul>	

<b>Action on patient</b>
No
<b>Mannequin alternative</b>
No
<b>Register registration</b>
No
<b>Professional qualification</b>
No
<b>Specialization</b>
No

### Application for admission or enrolment

<b>Admission procedures</b>
Direct enrollment
<b>Minimum number of participants</b>
6

### Application fees

<b>Total amount in €</b>
3000.00
<b>First instalment amount in €</b>
1500.00
<b>Amount of the second instalment in €</b>
1500.00
<b>Second instalment deadline</b>
Tuesday 30 June 2026

## Training

### Teaching methods

Conventional (face-to-face)

### Internal venue

University Campus of Arezzo, Department of Philology and Criticism of Ancient and Modern Literatures

**Title Area:** HISTORY OF JEWELLERY

**Total credits area:** 6

**Professors in charge:** Torriti Paolo

*Educational activity:* ETRUSCAN AND ROMAN JEWELS

*University credits:* 1

*SSD Code:* L-ANT/06 (ETRUSCOLOGY AND ITALIC ANTIQUITIES)

*Educational activity:* HISTORY OF EUROPEAN AND AMERICAN JEWELLERY IN THE CONTEMPORARY AGE

*University credits:* 1

*SSD Code:* L-ART/03 (HISTORY OF CONTEMPORARY ART)

*Educational activity:* HISTORY OF JEWELLERY IN THE MODERN AGE

*University credits:* 1

*SSD Code:* L-ART/02 (HISTORY OF MODERN ART)

*Educational activity:* HISTORY OF ITALIAN JEWELLERY IN THE CONTEMPORARY AGE

*University credits:* 1

*SSD Code:* L-ART/02 (HISTORY OF MODERN ART)

*Educational activity:* HISTORY OF JEWELLERY BETWEEN THE MIDDLE AGES AND THE RENAISSANCE

*University credits:* 1

*SSD Code:* L-ART/01 (HISTORY OF MEDIEVAL ART)

*Educational activity:* HISTORY OF JEWELLERY BETWEEN THE EIGHTEENTH AND NINETEENTH CENTURIES

*University credits:* 1

*SSD Code:* L-ART/02 (HISTORY OF MODERN ART)

**Title Area:** GOLDSMITH TECHNIQUES

**TOTAL CREDITS area:** 6

**Professors in charge:** Martiniello Stefania

*Educational activity:* MOULDING, DRAWING, TUBE-CHAIN PROCESSING TECHNIQUES

*University credits:* 1

*SSD Code:* L-ART/04 (MUSEOLOGY AND ARTISTIC AND RESTORATION CRITICISM)

*Educational activity:* GOLDSMITH TECHNIQUES: FINISHING AND POLISHING - NEW MATERIALS

*University credits:* 1

*SSD Code:* L-ART/04 (MUSEOLOGY AND ARTISTIC AND RESTORATION CRITICISM)

*Educational activity:* GOLDSMITH TECHNIQUES: FUSION

*University credits:* 1

*SSD Code:* L-ART/02 (HISTORY OF MODERN ART)

*Educational activity:* GOLDSMITH TECHNIQUES: BENCH WORK

*University credits:* 1

*SSD Code:* L-ART/02 (HISTORY OF MODERN ART)

*Educational activity:* GOLDSMITH TECHNIQUES: EMBOSSING AND CHISELING

*University credits:* 1

*SSD Code:* L-ART/04 (MUSEOLOGY AND ARTISTIC AND RESTORATION CRITICISM)

*Teaching activities:* GOLDSMITH TECHNIQUES: STONE SETTING TECHNIQUES, PRECIOUS STONE SELECTION, CHROMATOLOGY

*University credits:* 1

*SSD Code:* L-ART/04 (MUSEOLOGY AND ARTISTIC AND RESTORATION CRITICISM)

**Title Area:** JEWELLERY DESIGN

**Total ECTS area:** 18

**Professors in charge:** Boschi Alessio

*Educational activity:* DESIGN

*University credits:* 1

*SSD code:* ICAR/13 (INDUSTRIAL DESIGN)

*Educational activity:* JEWELLERY DESIGN

*University credits:* 1

*SSD code:* ICAR/13 (INDUSTRIAL DESIGN)

*Educational activity:* JEWELLERY DESIGN WORKSHOP

*University credits:* 2

*SSD code:* ICAR/17 (DRAWING)

*Educational activity:* RHINO DIGITAL DESIGN AND MODELING

*University credits:* 4

*SSD code:* ICAR/17 (DRAWING)

*Educational activity:* STRATEGIES AND TECHNIQUES OF CREATIVITY AND INNOVATION

*University credits:* 1

*SSD Code:* ICAR/13 (INDUSTRIAL DESIGN)

*Educational activity:* TOOLS AND METHODS OF THE PROJECT

*University credits:* 1

*SSD code:* ICAR/13 (INDUSTRIAL DESIGN)

*Educational activity:* TRENDS, FASHION, COOL HUNTER, TRENDS AND NEW SCENARIOS

*University credits:* 3

*SSD code:* SPS/08 (SOCIOLOGY OF CULTURAL AND COMMUNICATIVE PROCESSES)

*Educational activity:* VISIT TO A JEWELLERY MUSEUM

*University credits:* 1

*SSD Code:* L-ART/03 (HISTORY OF CONTEMPORARY ART)

*Educational activity:* DESIGN WORKSHOP WITH STUDENTS

*University credits:* 4

*SSD code:* ICAR/17 (DRAWING)

**Title Area:** MANAGEMENT TECHNIQUES, JEWELRY MARKETING AND PROMOTION

**Total credits area:** 6

**Professors in charge:** Zanni Lorenzo

*Educational activity:* DEFINITION OF MARKETING. STRATEGIC MARKETING: SEGMENTATION AND POSITIONING

*University credits:* 1

*SSD Code:* SECS-P/08 (ECONOMICS AND BUSINESS MANAGEMENT)

*Educational activity:* WEB MARKETING IN THE JEWELLERY SECTOR

*University credits:* 1

*SSD Code:* SECS-P/08 (ECONOMICS AND BUSINESS MANAGEMENT)

*Educational activities:* INTERNATIONALIZATION AND TRADE FAIRS

*University credits:* 1

*SSD Code:* SECS-P/08 (ECONOMICS AND BUSINESS MANAGEMENT)

*Didactic training activity:* OPERATIONAL MARKETING LEVERS (1): PRODUCT, PRICE

*CREDITS:* 1

*SSD Code:* SECS-P/08 (ECONOMICS AND BUSINESS MANAGEMENT)

*Didactic and educational activity:* OPERATIONAL MARKETING LEVERS (2): COMMUNICATION AND DISTRIBUTION

*University credits:* 1

*SSD Code:* SECS-P/08 (ECONOMICS AND BUSINESS MANAGEMENT)

*Educational activity:* BRAND POLICIES IN THE JEWELLERY SECTOR

*University credits:* 1

*SSD Code:* SECS-P/08 (ECONOMICS AND BUSINESS MANAGEMENT)

### **Choice of internship/traineeship**

INTERNSHIP

### **Internship/traineeship procedures**

At the end of the classroom training, an internship of at least 230 will follow to be implemented at companies in the Arezzo goldsmith sector, other institutions and laboratories, affiliated with the University, from July to December 2026, aimed at the practical application of the notions acquired in the hours of frontal teaching and the professional growth of the students through learning-work experiences in the company. (agreements already signed with companies, institutions, laboratories, are deposited at the University Placement Office - Career Service).

### **Carrying out structures**

Goldsmith companies in the Arezzo goldsmith sector, other bodies and laboratories. Agreements already signed with companies, institutions, laboratories, are deposited at the university Placement Office Career Service.

**Credits awarded internship/traineeship**

15

**Internship/Internship Hours**

225

**Internship/traineeship end date**

April 2027

**Teachers in charge of internships/internships:**

Torriti Paolo

**Intermediate verification tests (Modalities)**

Multiple-choice test, to be carried out at the end of the four teaching modules, before the internship

**Assessment methods**

Thesis or final paper

**Credits awarded to the final exam**

9

### Collegial bodies

**Teaching Board**

Body composed of all area managers

**Board of Directors**

Yes