

## **The first edition of the IULM Master in Ethical Marketing and Sustainability Communication is launched.**

*Connexia is the Main Partner of the Specialised Master course dedicated to the topics of communication and sustainability, an absolute first for Italy.*

Milan, 4 June 2021 – The new partnership is about to get underway between the independent marketing and communication agency, **Connexia** and **IULM, the University Institute for Modern Languages**, who have **joined forces** for the **first edition** of the **Master in Ethical Marketing and Sustainability Communication**.

Innovation and sustainability form the core of the **first specialised Italian Master's programme**, one of the few in Europe, wholly dedicated to marketing and communication techniques applied in various areas of sustainability, which is due to kick off in November this year on a digital platform.

The course is open to recent graduates and professionals in the humanistic and scientific disciplines who wish to pursue a highly qualifying course of study. IULM's Master's in Ethical Marketing and Sustainability Communication aims to contribute to the **development of specific skills** in the field of **sustainability communication and CSR**, which is of growing importance in the contemporary trend towards more effective dialogue and debate, and is increasingly in demand from institutions and businesses.

This **training course will include talks, project work, and study tours** held by academics, professionals, and company managers with experience in a variety of industries, using **differentiated modules** that are designed to provide participants with the skills and knowledge they need to approach the job market proactively and successfully.

The basics of the circular economy and current regulations, the use of dedicated measurement tools, such as green analytics, the study of best cases and best practices, the role of purpose and impact, inclusive design, the eco-design of products and services, and social innovation will all be covered in a **holistic course of study** devised by Connexia in partnership with IULM for the Master in Ethical Marketing and Sustainability Communication. Together with the members of the

Faculty, the various professionals within the marketing and communication agency will be engaged in bringing concrete examples and specialist contributions on expertise in innovation, strategic analysis, creative communication, design and corporate communication. **The essence and distinctive feature of Connexia**, therefore, with its multidisciplinary approach, innovation and culture of talent.

*“We are truly proud to add such an up-to-date and innovative training programme to complement the solid collaboration we already have with an institution like IULM that is a benchmark for the world of communication”, says **Italo Marconi, Chief Innovation Officer at Connexia and Educational Coordinator of the Master programme.***

*– The Sustainability Transformation of organisations is gaining as much relevance as the better known Digital Transformation. Businesses are showing a growing need for new hybrid professionals who can deal with and communicate these issues. The innovation platform we have developed – the only one of its kind in Italy – aims to promote the exchange of knowledge and practices between academia and businesses, as well as between businesses themselves”.*

*“The Specialised Master in Ethical Marketing and Sustainability Communication is an unprecedented event on the national academic scene. As **Professor Francesco Massara, Scientific Director of the Master course** explains, “This is an extraordinary and innovative and professional course of study that caters for the needs of companies, the world of communication and, last but not least, society. The programme was developed with the fundamental contribution of Connexia and coordinated by Italo Marconi. It owes its uniqueness to the fact that it brings together marketing and communication skills with the economic, social, technological, environmental and sustainability fields. For students, it will be a unique opportunity to exchange ideas and gain personal enrichment and to receive new stimuli, explore a wide range of sectors, and interact with highly experienced professionals, tackling concrete issues and dynamics that are increasingly necessary to successfully communicate in today's world”.*

For the new Master in Ethical Marketing and Sustainability Communication at IULM, **Clio Zippel, Branding & Creative Director of Connexia**, has designed a richly colourful **visual identity**: the logo and the corporate image are inspired by the colours of the **SDGs (Sustainable Development Goals)** of the **United Nations** and by

the concept of sustainability as an open platform that can bring together an extraordinary diversity of designers and professionals, where every action and conversation has an impact on the collective interest of communities.

### **Connexia**

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)