



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: Marketing: The Italian Wine Industry

SRISA Course Number: BUSI 4302

Maryville Course Number: MKT 497

Credits: 3, Contact Hours: 45

1. COURSE DESCRIPTION

In this marketing course, students will be introduced to the Italian Wine industry and will be given an in-depth look into how Italian wine is marketed both locally and internationally. Italy's wine industry is a key enterprise in the Italian economy. Moreover, wine represents an important component in Italian culture. Students will gain knowledge of the diverse varieties and qualities of Italian wine through tasting, site visits and readings. In addition, a brief introduction on the history of Italian wine from the revolution in the 1970s to current trends in the market will be covered. Students will also be given a small introduction on the wine industry in the United States, so that they may better understand how it has been influenced and how it differs from the Italian Industry.

2. CONTENT INTRODUCTION

The course will analyze the aspects behind the simple idea of the wine market, studying the origins, development, consolidation and even crisis of the so-called "wine-system." Being in Tuscany offers students the unique opportunity to visit the most important Chianti and Chianti Classico Wineries. They will learn and come to understand the whole process of production, from the vineyard to the "cantina" and, last but not least, they will visit the destination of where this valued product is sold: the wine shop. In order to better understand the vast range of differences in the quality of wine, a basic knowledge of wine tasting will be provided during class, as well as the tools to recognize different wines and brands.

In this course, students will have the chance to get inside the wine business of Italy by meeting experts, tasting different wines, and having a complete understanding of a "filiera": a process that starts in the fields in the countryside and ends once the product is on the table. This course is intended for both marketing and business students as well as students that would like to gain a better understanding of the Italian Wine business.

During the course, students will study the various aspects of the Italian wine industry with the ultimate objective being to take a journey through the world of wine. As Oscar Wilde put it, "Life is too short to drink bad wine".

For this course there are 4 mandatory field trips that take place outside of Florence.

In addition to field trips we will need to decide as a class whether or not to attend Vinitaly. This is a very prestigious event that takes place in Verona and is considered one of the most important wine fairs in the world. We will decide as a class by our first field trip on 2 February.

3. PREREQUISITES

None.

4. GOALS AND OBJECTIVES

At the successful completion of this course students will:

- be able to list the main Italian grape varieties as well as listing the qualities and regions they are found in.
- have a thorough understanding of how wine goes from the vine to the table from both the marketing and production stand points.
- will have an understanding of the various roles within the industry from the small wine producer to the large wine distributors.
- will be able to read a wine label and describe the type of wine based on its packaging

5. REQUIRED TEXTBOOKS AND MATERIALS

C. Michael Hall, Richard Mitchell: "Wine Marketing: a practical guide" BH Edition.

Reading assignments will be given during the course.

6. GRADING POLICY AND EVALUATION PROCEDURES

The course meets 3 hours per week. Class time will be a combination of slide lectures, guest lectures, in class discussion and site-visits to local areas of interest such as wine shops and nearby vineyards. In addition students will be asked to complete readings at home. A complete list of reads will be provided and students are asked to have completed these readings prior to class.

Assignments & Exams:

Assignment n. 1, PAPER <length: 2 page paper (double spaced, size 11 font arial)

The Antinori Vineyard - Introduce the Antinori marketing strategy as you understand it and describe from your perspective what you feel is its strength and its weakness are.

Midterm Exam: It will cover all subjects up to the date of the exam, written responses.

Assignment n. 2 RESEARCH PAPER - Compare and contrast <length: 2 page paper (double spaced, size 11 font arial) Compare and contrast one aspect of the marketing for the wine industry as it differs in Italy and in the U.S.

Final Exam: Will be a combination of multiple choice questions, written responses and practical quiz.

GRADING POLICY:

A	Excellent 4.0 (grade points awarded) 95% percentage of 100%
A-	3.7, (90% to 94%)
B+	3.3 (87% to 89%)
B	Above Average 3.0 (83% to 86%)
B-	2.7 (80% to 82%)
C+	2.3 (77% to 79%)
C	Average 2.0 (73% to 76%)
C-	1.7 (70% to 72%)
D	Below Average 1.0 (60% to 69%)
F	Failure 0.0 (59% and below)
W	Withdrawal 0.0

Students' grades will be calculated using the following formula:

20%	class attendance and participation
15%	Paper n.1
20%	Mid term Exam
15%	Paper n.2
30%	final exam

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. EXAMS

No make-ups are admitted for the exams and the dates of the exams CANNOT be changed for any reason, if a student misses the Final exam the final grade will be "F".

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Excused absences require a doctor's note or a written note from the Director.

10. Arriving in class unprepared to work is considered an unexcused absence.

11. The use of cellular phones is prohibited during class time.

Students are expected to participate in class, act responsibly, and behave properly while on the school premises. Classrooms are to be left in order and clean. Students must take care of equipment and materials and promptly report any damage and/or loss.

10. COURSE CALENDAR

1st week:

Orientation week.

2nd week:

Introduction to the course: content, requirements, expectations.

Basic elements of wine marketing.

The importance of the Brand and other ways of obtaining a simple choice in wine market

Field trip to wine shops in town.

Wine market basics.

Mandatory reading: Chapter n. 1 of the book.

3rd week:

Field trip to Castelli del Grevepesa Winery with lunch, wine tasting and tour in the Cantina.

Mandatory reading: Chapter n. 2 of the book.

4th week:

History of Italian Chianti Classico wine, the so called *Gallo Nero*. Main differences between Chianti and Chianti Classico.

Specificity of the role of opinion makers and wine sellers in wine markets.

Mandatory reading: Chapter n. 3 of the book.

5th week:

Market strategies for high quality wines. Capacity and strategies of wineries to obtain advantages in the market.

Field trip to one of the most important label design shop, "Studio Doni".

6th week:

Field trip to a start up Cantina in Chianti Classico area: Nunzi Conti Winery.

Visit includes a tour of the cantina, wine tasting and visit to vineyards.

Mandatory reading: Chapter n. 4 of the book.

7th week:

The importance of the label and the packaging in wine marketing strategies. Visit to Studio Doni, one of the most famous label/packaging design studio in Italy.

8th week:

General review for the Midterm exam.

Midterm Exam

9th week: BREAK

10th week:

Projection of the movie related to wine culture "Side ways". This movie will introduce the class to important changes occurred in the US toward its approach to wine.

Mandatory reading: Chapter n. 5 of the book.

11th week:

Field trip to the most famous Chianti Classico Winery "Antinori".

History of the most important changes in Tuscany made by Antinori's *Tignanello*

Mandatory reading: Chapter n. 6 of the book.

12th week:

Visiting Professor Vincenzo Zampi, Full Professor, University of Florence, Department of Economics.

Object TBD.

Mandatory reading: Chapter n. 7 of the book.

13th week:

Italian wine industry vs American approach to it.

North American Market, and Italian: differences and similitude.

Mandatory reading: Chapter n. 8 of the book.

14th week:

Field trip to Cantina "Contucci" in Montepulciano to taste Rosso and Nobile wines and to the most famous Italian Winery "Biondi Santi" in Montalcino to taste Rosso and Brunello wines.

Mandatory reading: Chapter n. 9 of the book.

15th week:

Dynamics of consumption: main models of consumption, and most important drivers that can influence the buyer.

Accessibility of the market, and different dynamics of Import/export in wine business.

16th week:

Final exams

Final Exam

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.