



## **BUS/COMM/FSST 355: Digital Marketing: Wine & Wineries of Central Italy**

### **Course Syllabus**

**Fall Semester 2021**

**Credits:** 3

**Contact Hours:** 45

**Prerequisites:** None

**Class Hours:** Tuesday and Thursday, 3:30 p.m.-5:00 p.m.

**Office Hours:** Thursday, 5:00 p.m.-6:00 p.m.

**Course Type:** Standard Course with Service Learning

**Lab Fee:** € 85.00

### **Course Description**

This course offers an overview of the most important digital marketing theories and techniques as applied to wine, with a special focus on wines from Central Italy. Students will analyze the wine markets of the world, consumer segments, companies' communication and will participate in a practical exercise designed to give them the opportunity to shape an online marketing plan for a prestigious Umbrian winery. In addition, students will learn the importance of describing the sensory experience of wine and acquire the particular vocabulary necessary to describe wines from Central Italy to potential customers.

### **Learning Outcomes and Assessment Measures**

By the end of the course, students will be able to:

- Explain the basic role, processes, and purpose of digital brand management in the wine business
- Compare and differentiate the concepts of social media marketing, email marketing, branded content, online reputation
- Explain the basics of wine promotion strategies
- Identify and classify wines from Central Italy
- Develop skills needed to taste wines and to understand the role of describing the sensory experience on market positioning using a particular vocabulary

Please Note: this is explicitly, emphatically not a tasting course. There is absolutely no requirement to try any wine at all for full credit in this course. Tasting is optional; wine is utilized in very small amounts and for academic purposes.

## Course Materials

### Readings

A course reader is available online on Moodle.

### Films

Jason Wise, *Somm Into the Bottle*, 90', 2015

## Assessment

Class Participation and activities	25%
Mid-Term Exam	20%
Service Learning Project Marketing Plan	20%
Service Learning Project Presentation	10%
Final Exam	20%
End of Semester Community EngageGAMES Presentation	5%

## Grading

Letter grades for student work are based on the following percentage scale:

Letter Grade Range	Numerical Score Equivalent	Student Performance
A	93% - 100%	Exceptional
A-	90% - 92%	Excellent
B+	87% - 89%	Superior
B	83% - 86%	
B-	80% - 82%	
C+	77% - 79%	Satisfactory
C	73% - 76%	
C-	70% - 72%	
D+	67% - 69%	Low Pass
D	63% - 66%	
D-	60% - 62%	
F	59% or less	Fail (no credit)

## Course Requirements

Grades are based on the midterm and final exam, marketing project, company and product review, and participation.

### *Class Participation and activities (25%)*

Speaking up in class is highly encouraged. Students should feel free to ask questions. It is also expected that students actively listen to their classmates, pay attention, and participate in class by reading assignments, doing homework, and contributing to the overall class learning environment. Students are expected to come to class

prepared to discuss all the assignments and readings. Therefore, students should read ahead and not expect to learn everything from the instructor's lectures.

#### *Service Learning Project Marketing Plan (20%)*

Students will work in groups to design a simulation of a digital marketing plan for Tenuta Bellafonte. After a brief market survey and a field trip to the company estate, students will study how to develop Tenuta Bellafonte's online presence. Guidelines for the writing of the marketing plan will be distributed in class.

#### *Service Learning Project Presentation (10%)*

Each group will prepare a 10-minute oral presentation to share the marketing plan created for Tenuta Bellafonte. Use of PowerPoint slides or other presentation software is highly recommended. All students are responsible for presenting their group's research and answering questions from the audience.

#### *Mid-Term and Final Exams (20% + 20%)*

The mid-term and final exams will consist of multiple choice and essay questions of variable length. The questions will be drawn from mandatory readings and in-class discussions.

#### *End of Semester Community EngageGAMES Presentation: 5%*

During the Special Academic Events week, the class will give a presentation to the Umbra community, sharing a few words about the course and project, leading a meaningful activity that focuses on the project, and providing a few thoughts about their experience with the project and partner. Students will receive guidelines and presentation order after the mid-semester break. Participation in this event is MANDATORY and an integral part of the community engagement grade.

### **Attendance Policy**

**Absences for Covid-related circumstances: in order to keep the entire Umbra community healthy and to comply with local laws, you may not enter the Umbra premises if you have a temperature of 37.5 °C (99.5 °F) or higher. We also ask students that display strong cold or flu-like symptoms to take proper precautions and not risk spreading any type of illness. Students may attend classes remotely and without academic penalty via Zoom in case of self-isolation or illness during the Fall 2021 semester.**

Class attendance is **mandatory**. Students are allowed **two "free" absences**, which do not need to be justified. **It is the students' responsibility to keep them in case of real necessity (sickness or any other unforeseen inconvenience that may prevent students from being in class)**. Each additional absence, unless for a very serious reason, will lower the students' grade by one grade level (i.e., a final grade of a B+ would be lowered to a B).

If students miss class, they are responsible for obtaining class notes from other students and/or for meeting the professor during office hours. It is also the policy of the Institute that any student who has eight or more absences automatically fails the class.

Except in the case of medical emergencies, absences are not accepted when tests are scheduled; tests cannot be made up. **Furthermore, scheduled times and dates indicated for exams, quizzes, oral presentations, and any other graded assignments cannot be changed for any reason.** Even if more sections of the same class are activated, students may only take exams during the scheduled times and dates for the section they are enrolled in.

Presence during mandatory field trips is especially important for student performance in class. Missing a mandatory field trip, unless for a very serious reason that is communicated to the professor and Umbra Academic Director in a timely manner, will lower students' final grade by one grade level (i.e., a final grade of a B+ would be lowered to a B).

### **Academic Integrity**

All forms of **cheating** (i.e., copying during exam either from a fellow student or making unauthorized use of notes) and **plagiarism** (i.e., presenting the ideas or words of another person for academic evaluation without acknowledging the source) will be handled according to the Institute Academic Policy, which can be found in the Umbra Institute Academic Policies and Conduct Guidelines.

### **Classroom Policy**

Students are expected to follow the policy of the Institute and demonstrate the appropriate **respect** for the historical premises that the school occupies. Please note that **cell phones** must be turned off before the beginning of each class. Computers and other electronic devices are allowed exclusively as a support for class activities.

### **Appointment**

Students are strongly encouraged to get in touch with the professor over any queries, problems or points of interest related to the course. Please, arrange appointments in person or via email. Normally, the professor shall be available for one hour every week. Also, check your email regularly as this will be used to stay in touch throughout the duration of the course.

## **Schedule of Topics, Readings, and Assignments**

### Week 1

#### **09/21/2021 - Course Introduction.**

The class format and structure will be discussed. Each student will present herself or himself (name, school, where they live, experience in wine and/or marketing).

Class Activity: wine tasting.

Discussion: the importance of the label in the perception of a product quality.

#### **09/23/2021 - Wine Promotion/1: The World Wine Market.**

State of the vitiviculture world market: viticultural production potential, wine production, wine consumption, international wine trade.

Readings: K. Storchmann, "Expert Opinion on the Wine Market", American Philosophical Society

### Week 2

#### **09/28/2021 - Introduction to Wine Making and Wine Tasting.**

The origins and history of wine making. How wine is made: from grapes to glass. Steps of wine making: white, red, and sparkling wines production. How to taste wine.

Class Activity: wine tasting.

Readings: J. Cossater, Wine Sommelier, White Star/De Agostini, p. 13-47

#### **09/30/2021 - Digital Marketing/1: Essentials.**

What is digital marketing and what are its goals. The importance of having an online presence. What do customers expect in 2020. The consumer decision process model. Consumers before, during and after the purchase.

Readings: P. Wagner, J. Olsen, L. Thach, Wine Marketing and Sales. pp. 4-23 (“Basic Wine Marketing Principles”)

### Week 3

#### **10/05/2021 - Wine Promotion/2: Pricing Strategies and Distribution Strategies.**

How to determine the right price (structure, consumers, competition). Discounts and promotions. Wholesale and retail vs. direct sales.

Readings: C. M. Hall, R. Mitchell, Wine Marketing, p. 83-109 (“The marketing dimensions of production processes: adding value to the vine”).

#### **10/07/2021 - 10/12/2021 - Digital Marketing/2: Social Media Marketing.**

From Facebook to Instagram, from Youtube to TikTok, why it is so important to "be there".

### Week 4

#### **10/12/2021 - Wine Promotion/3: Promotion and Communication Strategies.**

Goals and strategies. The advertising message. Promotional material. Fairs.

Readings: P. Wagner, J. Olsen, L. Thach, Wine Marketing and Sales. p. 144-171 (“Wine Public Relations”)

#### **10/14/2021 - Wines from Central Italy (Tuscany).**

Tuscany: wine-growing geography, history and characteristics of the major regional appellations.

Class Activity: wine tasting.

Readings: Handsout distributed in class.

H. Johnson and J. Robinson, The World Atlas of Wine, p. 703-704

#### **10/15/2021 - Field Trip to Bevagna - Tenuta Bellafonte and Tenuta Castelbuono.**

Readings: Company websites (<http://tenutabellafonte.it/en/>, [http://www.tenutelunelli.it/en/tenute\\_umbria.php](http://www.tenutelunelli.it/en/tenute_umbria.php)).

### Week 5

#### **10/19/2021 - Digital Marketing/3: Email Marketing.**

The oldest of the tools is also the most effective. How Mailchimp works. POSTA: People, Objectives, Strategy, Tools, Action.

#### **10/21/2021- Mid-Term Exam.**

## Week 6

### **11/02/2021 - Digital marketing/4: Branded Contents and Introduction to Tenuta Bellafonte.**

The difference between branded content and content marketing.

### **11/04/2021 - Wines from Central Italy (Umbria and Latium).**

Umbria and Latium: wine geography, history and characteristics of their major appellations.

Class Activity: wine tasting.

Readings: Handsout distributed in class.

H. Johnson and J. Robinson, The World Atlas of Wine, p. 719, p. 395.

### **11/05/2021 - Field Trip to Torgiano - Lungarotti**

## Week 7

### **11/09/2021 - Constructing a Digital Marketing Plan and Project Group Work Activity.**

General review of marketing principles. Survey of a wine company profile and writing of a SWOT analysis.

Class Activity: the class will be divided into 3 groups, each of them will work on one aspect of the digital marketing plan for Tenuta Bellafonte. Use of one laptop for each group is mandatory.

Readings: Chartered management Institute, "Performing a SWOT Analysis".

### **11/11/2021 - Guest Lecture**

TBD

Class Activity: wine tasting.

## Week 8

### **11/16/2021 - - Film Screening: "Somm: In the Bottle" (USA, 2015).**

"Wine is simple, it's about everything", an American documentary by Jason Wise about the world of sommeliers and the concept of terroir.

### **11/18/2021 - Wines from Central Italy (Marche and Abruzzo).**

Marche and Abruzzo: wine geography, history and characteristics of their major appellations.

Class Activity: wine tasting.

Readings: Handsout distributed in class.

H. Johnson and J. Robinson, The World Atlas of Wine, p. ??-??.

## Week 9

### **11/23/2021 - Project Group Work Activity/2.**

Develop digital marketing plan for Tenuta Bellafonte.

**11/25/2021 - Wine Promotion/5: Magazines, Guides, and Influencers.**

Why public relations are so important. The role of press offices. Major wine magazines and guides. Examination of the main influencers' social pages.

Class Activity: Game on wine magazines and article analysis.

Readings: Selection of excerpts from wine magazines (Wine Spectator, The Wine Advocate, Decanter, Wine Enthusiast, Noble Rot, etc.). G. Brostrom, J. Brostrom, The Business of Wine, p. 196-198 ("Ratings and Scores"), p. 269-271 ("Wine Writers").

Week 10

**11/30/2021 - Project Group Work Activity/3.**

Develop digital marketing plan for Tenuta Bellafonte.

**12/02/2021 - Case Study Presentation and Course Conclusions.**

Oral presentations of the digital marketing plan for Tenuta Bellafonte. Final Exam Review.

Week 11

**TBD - Final Exam.**



**BSIM 390: International Marketing  
Service Learning Project  
Syllabus Appendix**

**Fall 2021**

**What is service learning?**

Service learning is an important type of experiential education integrated into a course in which:

- students engage in an organized activity or project aimed to address a community need that is identified in collaboration with the community partner;
- students critically reflect on the link between the experience in the community, course content, and the learning goals; and
- there is reciprocal learning both by the students and by the community partners.

Students will need a certain degree of flexibility, creativity, and self-initiative to realize a service learning project.

Organization and open communication in-class with the instructor and team members will be key to student success.

**Service Learning Project Overview**

**Community Partner**

Tenuta Bellafonte is a winery located in Bevagna, a medieval town in the Montefalco area located 40 minutes by car from Perugia. The vineyards are located at a height varying between 260 and 320 meters above sea level. They grow on sunny lands, tough and rocky. The Estate has been conceived to have a complete energy balance



and a very low environmental impact, with photovoltaic panels and a biomass boiler which also utilises the crop residues.

**Website:** <https://tenutabellafonte.it/en>

### **Project Description and Goals**

Students will participate in a service learning project with Tenuta Bellafonte where they will be asked to research and develop original digital marketing strategies designed to help improve the presence of the company in the social media.

Based on interviews with the company's manager(s), on-site observations, company material, a review of its digital marketing strategy, and online research, students will deliver a presentation and report for aspects of the company's marketing that they consider important to increase its presence in the target media. Students will also create a formal PowerPoint presentation in class for company representatives. More details about the presentation and report are found below.

### **Organization, Expectations, and Roles**

Student teams will be chosen by the instructor. Teams will be responsible for deciding how to divide the various tasks to ensure members contribute equally throughout the course of the project. An important amount of time will be dedicated to the service learning project's progress in class. If necessary, teams will also be required to meet outside of class each week for approximately 1-2 hours.

### **Student Learning Outcomes**

Through undertaking and delivering this project to the client, students will be able to:

- develop awareness and skills in intercultural communication,
- gain a better understanding of the host culture and community,
- improve their critical thinking by understanding and meeting the needs of a company, and above all
- gain valuable real-world experience of putting their new knowledge and skills in digital marketing directly into practice.

### **In-Class Presentation for Community Partner**

Each team will create and present a final detailed presentation based on its findings and recommendations to a company's representative, accompanied by a PowerPoint presentation. Audience members will be expected to ask questions to the other teams presenting to promote a community of learning and support.

#### **Guidelines:**

- PowerPoint (spell-check!).
- 10-15 minutes.
- Each team member contributes to the preparation and delivery of the presentation.
- Rehearse presentation as a group for content, length, and transitions.

### **Final Report**

Students are to assume the role of a team of digital marketing consultants to Tenuta Bellafonte. Students have been asked by the management to complete a digital market analysis and to prepare a digital marketing plan to expand their digital presence. Students will apply analytical methods and concepts developed in class to provide an original report and set of recommendations.

### **Community EngageGAMES Presentation**

During Special Academic Events Week, the class will present a 15-minute summary of the project experience to the Umbra community during the Community EngageGAMES Presentations on **Tuesday, December 7<sup>th</sup>**. Students will receive the guidelines and presentation order after the mid-semester break.

## Grading Rubric

The service learning project is worth a total of 30% of the final course grade, which will be divided into two categories:

1. Final report (20% of the final course grade)
2. Final in-class presentation for partner (10% of the final course grade)