UMBRA INSTITUTE
PERUGIA, ITALY

BUS/COMM/FSST 355: Digital Marketing: Wine & Wineries of Central Italy
Course Syllabus

Instructor: Jacopo Cossater, M.A.
Credits: 3
Contact Hours: 45
Prerequisites: None
Class Hours: TBA
Office Hours: TBA

Course Type: Course with Service Learning
Lab Fee: 80 €

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 strategies 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 the Central Italian regions of Tuscany, Umbria, Latium, Marche, and Abruzzo to potential customers.

Learning Outcomes and Assessment Measures
By the end of the course, students will be able to:

Learning Outcomes	Assessment Measures
	(Course requirements that will be used to assess students' achievement for each learning outcome)
Explain the basic role, processes, and purpose of digital brand management in the wine business	Class Participation and activities Mid-Term Exam Service Learning Marketing Plan Service Learning Presentation Final Exam

Compare and differentiate the concepts of social media marketing, email marketing, branded content, online reputation	Class Participation and activities Mid-Term Exam Service Learning Marketing Plan Service Learning Presentation Final Exam
Explain the basics of wine promotion strategies	Class Participation and Activities Service Learning Marketing Plan Service Learning Presentation Final Exam
Identify and classify wines from Central Italy	Class Participation and activities
Develop skills needed to taste wines and to understand the role of describing the sensory experience on market positioning using a particular vocabulary	Class Participation and activities Service Learning Marketing Plan Service Learning Presentation Final Exam

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, including all the indicated readings, will be available at a local copy shop. See "Umbra Institute Course Materials - Textbooks and Readers" handout provided in the orientation folder for more information. Additional reading assignments may be made available by the instructor.

Films
Jason Wise, *Somm Into the Bottle*, 90', 2015.
Reuben Atlas, Jerry Rothwell, *Sour Grapes"*, 86', 2016

Assessment

Class participation and activities	20%
Mid-Term Exam	20%
Service Learning Project	40%
Final Exam	20%

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%	
B	83% - 86%	Superior
B-	80% - 82%	
C+	77% - 79%	
C	73% - 76%	Satisfactory
C-	70% - 72%	
D+	67% - 69%	
D	63% - 66%	Low Pass
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 (20%)
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 (40%)
During the semester, students will visit Tenuta Bellafonte, a local winery located in Umbria, not far from Bevagna. After a brief marketing survey and the field trip, students will focus on enhancing Tenuta Bellafonte's online presence and design a digital marketing plan for the company. In the plan, students will apply analytical methods and concepts studied during the course. Students will then present their work in a 15-20 PowerPoint presentation to Tenuta Bellafonte. Further information regarding the marketing plan and presentation are found in the Syllabus Appendix below.

Community EngageGAMES Presentation
During Special Academic Events Week, the class will create an activity based on the service learning project to be shared with the Umbra community at the Community EngageGAMES Presentation. Participation in this event is MANDATORY and an integral part of the community engagement grade. Please see the Service Learning Syllabus Appendix at the end of the syllabus for more information.

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.

Attendance Policy

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.

Schedule of Topics, Readings, and Assignments

WEEK 1

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Course Introduction
Go over course structure and syllabus. Brief introduction of wine and wineries of Central Italy. Introduction to the service learning marketing plan. Each student will present herself or himself (name, school, where they live, experience in wine and/or marketing).

Class Discussion
The importance of the label in the perception of product quality.
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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.

Video Screening
"5 Stages of Consumer Decision Process and How It's Changed" by Directive Consulting (https://www.youtube.com/watch?v=a9lpVg54u-k); "Influencing Consumer Decision Keynote" by Michael Barbera, Clicksuasion Labs (https://www.youtube.com/watch?v=eGMVlj9lG9A).

Readings
O. Janeen, L. Thach, and P. Wagner. *Wine Marketing & Sales*. Third edition. San Francisco: Wine Appreciation Guild, 2019. Read "Basic Wine Marketing Principles," pp. 4-23.
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WEEK 2

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Introduction to Winemaking 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
Skills and vocabulary needed in tasting wines /1

Readings
J. Cossater, *Wine Sommelier: A Journey through the Culture of Wine*. Varcelli: White Star Publishers, 2016, pp. 13-47.
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Wine Promotion/1: The World Wine Market
State of the vitiviniculture world market: viticultural production potential, wine production, wine consumption, international wine trade.

Readings
K. Storchmann, *Expert Opinion on the Wine Market*. Proceedings of the American Philosophical Society, pp. 129-140;
R. Mendelson, *Appellations*, in G. Brostrom, The Business of Wine: An Encyclopedia. Santa Barbara: Greenwood Publishing Group, 2008, pp. 7-10;
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Z. Nowak, *Terroir. A Socially Constructed Subterranean Landscape Gone Global*, in J. Zeunert, T. Waterman, Routledge Handbook of Landscape and Food. Abingdon: Routledge, 2018.

WEEK 3

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. Oxford: Elsevier, 2008. Read "The marketing dimensions of production processes: adding value to the vine", pp. 83-111.

Wines from Central Italy (Tuscany)
Tuscany: wine-growing geography, history and characteristics of the major regional appellations.

Class Activity
Skills and vocabulary needed in tasting wines /2

Readings
H. Johnson and J. Robinson, *The World Atlas of Wine*, 7th Edition. London: Mitchell Beazley, 2013, pp. 166-174;
J. Robinson, *The Oxford Companion to Wine*, 3rd Edition. Oxford: Oxford University Press, 2006. Read "Tuscany", pp. 703-704.

WEEK 4

Digital Marketing/2: Social Media Marketing
From Facebook to Instagram, from Youtube to TikTok, why it is so important to "be there."

Readings
Handouts distributed in class.

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.

WEEK 5

Wines from Central Italy (Umbria and Latium)
Umbria and Latium: wine geography, history and characteristics of their major appellations.

Class Activity
Skills and vocabulary needed in tasting wines /3

Readings

H. Johnson and J. Robinson, *The World Atlas of Wine*, 7th Edition. London: Mitchell Beazley, 2013, pag. 175; J. Robinson, *The Oxford Companion to Wine, 3rd Edition*. Oxford: Oxford University Press, 2006. Read "Umbria", pag. 719; J. Robinson, *The Oxford Companion to Wine, 3rd Edition*. Oxford: Oxford University Press, 2006. Read "Lazio", pag. 395.
Digital Marketing/3: Email Marketing The oldest of the tools is also the most effective. How Mailchimp works. POSTA: People, Objectives, Strategy, Tools, Action. Readings Handouts distributed in class.

WEEK 6

Wine Promotion/3: Promotion and Communication Strategies Goals and strategies. The advertising messages. Promotional material. Fairs. Readings O. Janeen, L. Thach, and P. Wagner. *Wine Marketing & Sales.* Third edition. San Francisco: Wine Appreciation Guild, 2019. Read "Wine Public Relations," pp. 144-171.
Digital marketing/4: Branded Contents, Online Reputation, and Introduction to Tenuta Bellafonte The difference between branded content and content marketing. The importance of the etiquette and Online Reputation What you do (or post) is what you are? How to create the right business culture? Overview of case histories. Readings Handouts distributed in class.   **Service Learning Project:** Field Trip to Bevagna: Tenuta Bellafonte and Tenuta Castelbuono (http://tenutabellafonte.it/en/, http://www.tenutelunelli.it/en/tenute_umbria.php).

WEEK 7

Discussion on Tenuta Bellafonte and Tenuta Castelbuono Field Trip Discussion and debate on the strengths and weaknesses that emerged during the visit to Tenuta Bellafonte and tenuta Castelbuono. Mid-Term Exam Review
MID-TERM EXAM

SEMESTER BREAK

WEEK 8

	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. Readings D. Grewal , M. Levy, *Marketing*. New York: McGraw-Hill Education, pp. 169-176; The Chartered Institute of Marketing (CIM), *Marketing and the 7 Ps. A brief Summary of Marketing and how it works*. Cookham: CIM Insights, 2009; The Chartered Management Institute (CMI), *Performing a SWOT Analysis*. Cordby: Chartered Management Institute, 2011; P. Kotler, G. Armstrong, *Principles of Marketing*. London: Pearson, 2015, pp. 103-113.

	Wine Promotion/4: The Importance of the Wine Label Product strategies in the world of wine: the wine; the bottle; innovative formats; the label; the cork. Class Activity Skills and vocabulary needed in tasting wines /4 Readings O. Janeen, L. Thach, and P. Wagner. *Wine Marketing & Sales*. Third edition. San Francisco: Wine Appreciation Guild, 2019. Read "Wine Packagings and Labels", pp. 122-143.

WEEK 9

	Film Screening: "Sour Grapes" (USA, 2016) A dizzying chronicle of excess and deception dissects a fascinating case of fine-wine fraud and the con man who cheated investors out of millions.

Wed., Mar. 25	*Wines from Central Italy (Marche and Abruzzo)* Marche and Abruzzo: wine geography, history and characteristics of their major appellations. Class Activity Skills and vocabulary needed in tasting wines /5 Readings J. Robinson, *The Oxford Companion to Wine, 3rd Edition*. Oxford: Oxford University Press, 2006. Read "Marche", p9. 425-426.; J. Robinson, *The Oxford Companion to Wine, 3rd Edition*. Oxford: Oxford University Press, 2006. Read "Abruzzo", pag. 12.

WEEK 10

	Marketing Plan - Group Activity/1. Develop digital marketing plan for Tenuta Bellafonte.

	Service Learning Project: End of Semester Community EngageGAMES overview with Umbra staff and preparation for event.
	Service Learning Project: Skype/in-class visit with community partner.
	Guest Lecture/1: Wine Business Francesco Zaganelli, export manager of the Lungarotti Winery, will present on: "Wine Business: Key Elements of an Export Plan." Class Activity Skills and vocabulary needed in tasting wines /6

WEEK 11

	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. Readings A selection of excerpts from wine magazines (*Wine Spectator*, *The Wine Advocate*, *Decanter*, *Wine Enthusiast*, *Noble Rot*, etc.) will be distributed in class J. Goode, *Ratings and Scores*, in G. Brostrom, The Business of Wine: An Encyclopedia. Santa Barbara: Greenwood Publishing Group, 2008, pp. 196-198; H Lembeck, *Ratings and Scores*, in G. Brostrom, The Business of Wine: An Encyclopedia. Santa Barbara: Greenwood Publishing Group, 2008, pp. 269-271. Class Activity Gamification: Team analysis of wine magazine articles
	Sustainable and Natural Wines Green viticulture. Organic, biodynamic, and natural wines: a growing business trend. Class Activity Skills and vocabulary needed in tasting wines /7 Readings I. Legeron, *Natural Wine: An Introduction to Organic and Biodynamic Wines Made Naturally*. London: CICO Books, 2017. Read: "Is There Such A Thing As Natural Wine?", pp. 18-24. R. E. Black, *Vino Naturale: Tensions Between Nature and Technology in the Glass,* in R. E. Black and R. C. Ulin (Eds.), Wine and Culture: Vineyard to Glass. London: Bloomsbury Academic, 2013, pp. 279-294.

WEEK 12

	EASTER MONDAY (ITALIAN FEDERAL HOLIDAY) - UMBRA CLOSED
	Marketing Plan - Group Activity/2. Develop digital marketing plan for Tenuta Bellafonte. **Service Learning Project:** Preparation for Community EngageGAMES

WEEK 13

	Guest Lecture/2: Sensory Examination and Evaluation of Wine Stefano Console, certified sommelier, will present on: "Sensory Examination and Evaluation of Wine." <u>Class Activity</u> Skills and vocabulary needed in tasting wines /8
	Service Learning Presentation and Course Conclusions **Service Learning Project:** Oral presentations of the digital marketing plan for Tenuta Bellafonte. Final Exam Review.

WEEK OF FINAL EXAMS AND SPECIAL ACADEMIC EVENTS

The Final Exam and Special Academic Events Calendar will be provided later in the semester

Supplemental Bibliography

G. Brostrom. *The Business of Wine: An Encyclopedia.* Santa Barbara: Greenwood Publishing Group, 2008.

A. Bull. *Brand Journalism.* London: New York: Routledge, 2013.

O. Janeen, L. Thach, and P. Wagner. *Wine Marketing & Sales. Third edition.* San Francisco: Wine Appreciation Guild, 2019.

H. Johnson and J. Robinson. *The World Atlas of Wine, 7th Edition.* London: Mitchell Beazley, 2013.

P. Kotler, G. Armstrong. *Principles of Marketing.* London: Pearson, 2015.

P. Kotler, H. Kartajaya, I. Setiawan. *Marketing 4.0: Moving from Traditional to Digital.* New York: John Wiley & Sons, 2017.

I. Legeron, *Natural Wine: An Introduction to Organic and Biodynamic Wines Made Naturally.* London: CICO Books, 2017.

M. Puckette, J. Hammack. *Wine Folly: The Essential Guide to Wine.* New York: Avery, 2015.

G. Taber, *Judgment of Paris: California vs. France and the Historic 1976 Paris Tasting That Revolutionized Wine.* New York: Scribner, 2006.

J. Thornton, *American Wine Economics: an Exploration of the U.S. Wine Industry.* Berkeley: University of California Press, 2013.

G. Vaynerchuk. *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World.* New York: Harperbusiness, 2013.

TENUTA BELLAFONTE

**BUS/PSYC 460: Organizational Behavior:
An Evidence-Based Approach
Service Learning Project
Syllabus Appendix
Spring Semester 2020**

UMBRA INSTITUTE
PERUGIA, ITALY

What is service learning?

Service learning is a 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 in order to realize a service learning project. Organization and open communication in-class with the professor and team members will be key to student success.

Service Learning Project Overview

Community Partner

Tenuta Bellafonte, a winery founded in Umbria by Peter Heilbron, a Milanese native with German origins. He and his wife left the city life and came to the countryside to create some of the highest quality unfiltered wines, paying particular attention to natural processes that have a low impact on the environment.

The estate is located in the heart of one of the most unspoiled parts of Umbria, not far from Bevagna, near the village of Torre del Colle. The breathtaking view entails hills and hillocks that alternate with woodlands, set among orderly vineyards and olive trees with ruffled silvery crowns. There are approximately 24 acres of vines in all, with old rows and recent installations.

Website: http://tenutabellafonte.it/en

Project Description and Goals

You will participate in a service learning project with Tenuta Bellafonte to enhance their digital marketing efforts. Based on interviews with company staff, on-site observations, company material, and a review of its current digital marketing strategies, you will deliver a report and presentation in class that will consist of one of the following aspects, depending on team placement (subject to change):

1. Branded Content Strategy
2. Email Marketing Strategy
3. Social Media Strategy

More details about the report and presentation are found below.

Team Organization, Expectations, and Roles

Students will be divided into three teams, which will be chosen by the professor based on skills and background experience. An important amount of time will be dedicated to the service learning project's progress in class.

Teams will also be required to meet outside of class each week for approximately 1-2 hours.

Teams will be responsible for deciding how to divide the various tasks to ensure members contribute equally throughout the course of the project. <u>At the conclusion of the project, team members will be asked to complete the Peer- and Self-Evaluation Form.</u>

Student Learning Outcomes
At the end of this project, students will have:
1. Created a digital marketing plan for a small business;
2. Elaborated an email marketing design for a small business;
3. Conceived a social media strategy for a small business;
4. Distinguished between different types of information and their relevance to the final customer.

In-Class Presentation for Community Partner
Each team will collaborate to create and present a final detailed PowerPoint presentation to Tenuta Bellafonte. On the day of the presentation, students will be invited to wear business casual attire. Audience members will be expected to ask questions to the other teams presenting to promote a community of learning and support.

Guidelines:
- 15-20-minute PowerPoint presentation (spell-check!)
  - Introduction of each team member and team
  - Presentation time should be shared evenly among the team members
  - SWOT analysis of either branded content, email marketing, or social media strategy for winery
  - Examples of how competitors are promoting their web strategy (web, social media, etc.)
  - Clear graphic material
  - Conclusion with final practical suggestions for the community partner Tenuta Bellafonte
  - Examples of posts, web pages, and text to support final suggestions
- Each team member will contribute to the preparation and delivery of the presentation
- Rehearse presentations as a team and pay close attention to content, length, and transitions.

Final Report
Each team will prepare a complete (but scaled down) professional marketing plan (max. 2,000 words) for the Tenuta Bellafonte, which will provide a detailed summary of the information shared during the in-class presentation. This report must be a highly professional document, both in content and appearance. Diagrams, charts, graphs, and bullet point summaries are all valid options and can be a powerful accompaniment to written prose. The report should be prefaced by a one-page executive summary (**not** in the word count).

You should include an analysis of the company's current digital marketing efforts as well as the rationale behind your proposal. The report should cover aspects of the marketing principles discussed in class.

Guidelines
- 2,000 words
- Single-spaced, Times New Roman, font size 12
- Additional resources in the bibliography in APA format
- Due on Wednesday, April 22nd

Report Format

    Preliminary

- Title page

- Executive summary
- Table of contents
- List of figures

Core

- Introduction
- Body (main findings and analysis)
- Conclusions
- Recommendations

Supplementary

- Appendix
- Bibliography

Tips of the Trade

- Use headings and subheadings to organize your report into distinct sections
- Number all pages except the cover page
- Give all tables and charts a title which explains what it is showing
- Number all tables and charts in order (Table 1, Figure 1 etc.)
- Indicate clearly what the axes of charts are showing
- Use Word's spelling and grammar check
- Write the executive summary and introduction last

Community EngageGAMES Presentation

During the Special Academic Events week, the class will give a 25-minute presentation to the Umbra community at the Community EngageGAMES Presentation on **Tuesday, April 28th**. The class will work together to share a few words about the course and project, lead a meaningful activity that focuses on the project, and provide 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.

Grading Rubric

The service learning project is worth a total of 40% of the final course grade, which will be divided into four categories, each worth 10% of the final course grade:

1. Participation in team and peer- and self-evaluations
2. Final report (marketing plan)
3. Final in-class presentation to partner
4. Community EngageGAMES Presentation