COMM-BUS-FSST 355
Digital Marketing: Wines and Wineries of Central Italy
Course Syllabus
Fall Semester 2022

Instructor: Jacopo Cossater, M.A.
Credits: 3
Contact Hours: 45
Prerequisites: none

Office Hours: by appointment after a class

Course Type: Course with Service Learning component

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 a real 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
Below are the course’s learning outcomes, followed by the methods that will be used to assess students’ achievement for each learning outcome. By the end of this course, students will be able to:

● Compare and differentiate the concepts of social media marketing, email marketing, influencer marketing, content marketing (Class Participation and Activities);
● Explain the basic role, processes, and purpose of digital brand management in the wine business (Readings, Class Participation and Activities, Field Trips);
● Explain the basics of wine promotion strategies (Readings, Class Participation and Activities, Field Trips, Midterm and Final Essays);
● Identify and classify wines from Central Italy (Readings, Class Participation and Activities, Field Trips);
Course Materials

Readings
A course reader, including all the indicated readings, will be available. The course’s Moodle site is the primary location for readings and assignments.

Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<tr>
<td>Service Learning Project Marketing Plan</td>
<td>25%</td>
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<tr>
<td>Service Learning Project Presentation</td>
<td>5%</td>
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<tr>
<td>Final Exam</td>
<td>30%</td>
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Grading

Students are reminded that it is their responsibility to note the dates of exams and other assignments. No alternative exam dates will be offered and professors are not required to give partial credit for any late work (they do so at their discretion: the Institute's default policy is no extensions and a zero for any work turned in late). Students who book travel when they have an exam or other assessment will have to change their plans or accept a zero. Letter grades for student work are based on the following percentage scale:

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

Grades are based on the following criteria.

Attendance (10%)
Attendance is an important part of this course. You have two “sick days,” per Institute policy. As long as you are at all the other meetings, you will receive the full 10% for this part of your grade. There are no make-ups offered for attendance.

Service Learning Project Marketing Plan (25%)
Students will work in groups to design a real digital marketing plan for Cantina Romanelli. After a brief market survey and a field trip to the company estate, students will study how to develop Cantina Romanelli’s online
presence. Guidelines for the writing of the marketing plan will be distributed in class. During the final week of the course the students will manage the digital channels of the winery.

**Service Learning Project Presentation (5%)**
Each group will prepare a 10-minute oral presentation to share the marketing plan created for Cantina Romanelli. 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.

**Midterm and Final Exams (30% + 30%)**
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, in-class presentations and discussions.

**Course Content Disclaimer**
This is explicitly 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.

**Extension & Submitting Late Work**
Work submitted after the deadline will receive a grade of zero, not partial credit. Each student is allowed one extension of 24 hours over the entire semester. This can be used for any assignment but the final project. Students need to email the instructor before the deadline and inform the instructor of their use of the extension. Any work submitted after the 24-hour extension will be marked zero. As for all policies, exceptions can be made by the Director for students with special accommodations or in case of medical emergencies, etc.

**Attendance & Lateness Policy**
Class attendance (in person) is mandatory. Students are allowed two “sick days,” which do not need to be justified. However, it is considered common courtesy to inform the instructor of your absence when possible. 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—even for another illness—will lower the students’ grade by half a letter grade (i.e., a final grade of a B+ would be lowered to a B). Missing a co-curricular field trip also lowers a student’s final grade by half a letter grade. It is the policy of the Institute that any student who has eight or more absences automatically fails the class.

If a student misses a class, it is ultimately their responsibility to find out what has been missed. Ideally, they should find out what they missed from a classmate. Any work missed in class because of an excused absence may be made up within one week of the return to the class. Any work missed that was a quiz or other test must be made up outside of class time and will, in the interest of intellectual honesty, be a slightly different test than the one given in class.

Except in the case of medical emergencies with a doctor’s certificate and approved by the Director, 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.

Consistent lateness (or leaving class early) is a sign of disorganization and lack of respect both for your instructor and for your fellow students. Umbra instructors are empowered to count three late arrivals as the equivalent of an absence.
**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 set on silent mode before the beginning of each class. Computers and other electronic devices cannot be used during class lectures and discussions for anything other than note-taking, unless there has been a specific academic accommodation.
Schedule of Topics, Readings, and Assignments

WEEK 1
Introduction to the course and the culture of wine

Meeting 1: Course Introduction
Meeting 2: Introduction to Wine Making and Wine Tasting

Readings for the week:

WEEK 2
Introduction to the discipline of digital marketing and the market of wine

Meeting 1: Wine Promotion/1: The World Wine Market
Meeting 2: Digital Marketing/1: 4Ps of marketing -Digital Marketing Essentials
Meeting 3: Field Trip to Montefalco - Romanelli & TBD

Readings for the week:

WEEK 3
Promoting wine (both offline and online)

Meeting 1: Wine Promotion/2: Pricing Strategies and Distribution Strategies
Meeting 2: Digital Marketing/2: Social Media Marketing 1

Readings for the week:

WEEK 4
Wine Communication Strategies & Wines from Central Italy

Meeting 1: Digital Marketing/2: Social Media Marketing 2
Meeting 2: Wines from Central Italy (Tuscany)

Readings for the week:
WEEK 5

Email Marketing & Content Marketing
Meeting 1: Digital Marketing/3: Email Marketing
Meeting 2: Digital marketing/4: The Buyer's Journey - Content Marketing vs. Branded Contents

Readings for the week:
Handouts distributed in class

WEEK 6

Wine Promotion
Meeting 1: Wine Promotion/3: Promotion and Communication Strategies
Meeting 2: Midterm Exam

Semester Break

WEEK 7

Influencer Marketing & Wines from Central Italy
Meeting 1: Digital marketing/5: Influencer Marketing
Meeting 2: Wines from Central Italy (Umbria and Latium)

Readings for the week:
Michael Haenlein, Ertan Anadol, Tyler Farnsworth, Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co., California Management Review, Berkeley (USA), 2020

WEEK 8

Press Office Management & Digital PR
Meeting 1: Wine Promotion/4: Magazines, Guides, and Influencers
Meeting 2: Digital marketing/6: Digital PR
Meeting 3: Field Trip to Torgiano - Lungarotti (US market focus)

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

WEEK 9

Constructing a Digital Marketing Plan and Project Group Work Activity
Meeting 1: SWOT Analysis - Constructing a Digital Marketing Plan and Project Group Work Activity
Meeting 2: Marketing Plan - Group Activity/1

Readings for the week:
Handouts distributed in class

WEEK 10

Wines from Central Italy and Project Group Work Activity
Meeting 1: Wines from Central Italy (Marche and Abruzzo)
Meeting 2: Marketing Plan - Group Activity/2
Readings for the week:

WEEK 11

Project Group Work Activity
Meeting 1: Guest Lecture - Tommaso Cinffaletti, M.A. (Treedom Content Manager; Cantina del Rospo Co-Founder)
Meeting 2: Marketing Plan - Group Activity/3

WEEK 12

Project Group Work Activity & Final Exams
Meeting 1: Marketing Plan - Group Activity & Digital Marketing Takeover/1
Meeting 2: Marketing Plan - Group Activity & Digital Marketing Takeover/2 & Case Study Presentation and Course Conclusions

WEEK 13

Final Exams and Special Academic Events Week
Meeting 1: Final Exams