



COMM-BUS-FSST 355
Digital Marketing: Wines and Wineries of Central Italy
Course Syllabus
Spring Semester 2023

Instructor: Jacopo Cossater, M.A.

Credits: 3

Contact Hours: 45

Prerequisites: none

Class Meeting Days & Time: Aula Magna, Monday-Wednesday, 4:00pm-5:30pm

Office Hours: by appointment after a class

Email: jacopocossater@gmail.com

Course Type: Course with Service Learning component

Course Fee: USD\$125

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

Attendance	10%
Course Journal	20%
Midterm Exam	20%
Service Learning Project Marketing Plan	20%
Service Learning Project Presentation	5%
Final Exam	20%
End of Semester Community Engagement Presentations	5%

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:

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)

Please note: decimal numerals between 1-4 are rounded down while 5-9 are rounded up: e.g., expect 89.4 to be 89.0 while 89.5 to round up to 90.

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.

Course Journal (20%)

Students will be provided with a notebook at the start of the semester, which they will use as a personal space through which to reflect on course material and ideas. In-class assignments (e.g. summaries of assigned readings, analyses of primary sources, mental maps, reflections, predictive exercises) will be regularly scheduled and graded twice throughout the semester, i.e. before the mid-semester break (Week 6) and at the end of the course (Week 12). Each of these checks is worth 10% of your grade, for a total of 20%. Students will find the full prompt on Moodle for more information.

Service Learning Project Marketing Plan (20%)

Students will work in groups to design a real digital marketing plan for Cantina Madrevite (Castiglione del Lago, Perugia, Italy). After a brief market survey and a field trip to the company estate, students will study how to develop Cantina Madrevite'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 Madre vite. 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 (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, in-class presentations and discussions.

End of Semester Community Engagement Presentations 5%

During Special Academic Events Week, the class will present a 15-minute summary of the project experience to the Umbra community during the Community Engagement Presentations on **Tuesday, April 25th**. Students will receive the guidelines and presentation order after the mid-semester break. Participation in this event is MANDATORY and an integral part of the community engagement grade.

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 or through live connection) is mandatory. All students are allowed 2 "sick days" (i.e. unexcused absences), which do not need to be justified. It is the student's responsibility to keep them in case of real necessity. i.e., sickness or any other unforeseen inconvenience that may prevent students from being in class. More than 2 absences will affect your final grade by 2% per absence. Excessive unexcused absences (8 or more) may result in a failing grade or disciplinary action. Three late arrivals to or early departures from class will count as an unexcused absence. It is the student's responsibility to be aware of the number of absences or late arrivals for each course, and to ask the instructor when in doubt.

If students miss class, they are responsible for obtaining class notes from other students and/or for meeting the professor during office hours. 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.

Presence during mandatory field trips is especially important. Missing a mandatory field trip for a course, unless for a very serious reason that is communicated to Umbra staff in a timely manner, will be considered the equivalent of two unexcused absences. As such, absence from the co-curricular field trip will lower students' final grade in that course by 4% (the equivalent of two unexcused absences).

Additional absences relating to illness may be approved by the Director but only if a medical certification is provided. 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.

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, unless there has been a specific academic accommodation.

Laptop/Smartphone Policy

I as an instructor and as a person am dependent on both my computer and my telephone. That said: An ever-increasing body of research shows that open laptops and telephones in the classroom create distraction (both visual and auditory) for those using them and those around them. You can type faster than you can write, and as a result you end up processing less when you're simply typing notes. For this reason, I have a physical notebook policy: I ask you to leave your computers in your bags and phones in your pockets and use a regular notebook. There are two exceptions: if you have an accommodation related to your vision or if you make an office hours appointment with me to discuss the use of a computer.

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:

J. Cossater, *Wine Sommelier*, White Star/De Agostini, Novara (Italy), 2016, pages 13-47

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 (Friday, Feb. 3, 2023): Field Trip to Castiglione del Lago (Madrevite) & Montepulciano

Readings for the week:

P. Wagner, J. Olsen, L. Thach, *Wine Marketing and Sales*, Wine Appreciation Guild, San Francisco (USA), 2019, pages 4-23 (“Basic Wine Marketing Principles”)

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:

C. M. Hall, R. Mitchell, *Wine Marketing*, Routledge, London (UK), 2007, pages 83-109 (“The marketing dimensions of production processes: adding value to the vine”)

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:

H. Johnson and J. Robinson, *The World Atlas of Wine*, Mitchell Beazley, London (UK), 2019, pages 703-704

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

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

WEEK 8

Press Office Management & Digital PR

Meeting 1: *Wine Promotion/4: Magazines, Guides, and Influencers*

Meeting 2: *Digital marketing/ 6: Digital PR & Community Engagement Presentation Group Work Activity*

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:

Multiple Authors., *Performing a SWOT Analysis*, Chartered Management Institute, Corby (UK), 2007

K. Storchmann, *Expert Opinion on the Wine Market*, American Philosophical Society, Philadelphia (USA), 2015

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:

H. Johnson and J. Robinson, *The World Atlas of Wine* pages 425-427.

WEEK 11

Project Group Work Activity

Meeting 1: *Guest Lecture - TBD*

Meeting 2: *Marketing Plan - Group Activity/3*

WEEK 12

Project Group Work Activity & Final Exams

Meeting 1: *Marketing Plan - Group Activity/4*

Meeting 2: *Marketing Plan - Case Study Presentation and Course Conclusions*

WEEK 13

Final Exams and Special Academic Events Week

Meeting 1: *Final Exams*



**BUS/COMM/FSST 355: Digital Marketing: Wine & Wineries of Central Italy
Service Learning Project
Syllabus Appendix**

Spring 2023

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

Madrevite is a winery located in Cimbano, in the municipality of Castiglione del Lago in the province of Perugia and falls within the “Trasimeno” area of controlled designation of origin [DOC]. Environmental and economic sustainability are the principles which inspire and govern the entire winery’s business: every effort aims to obtain and preserve a healthy, top quality product without any traumatic or artificial interference. The company is able to achieve all this by improving soil fertility, increasing environmental biodiversity and eliminating chemicals to manage parasites and pests.

Website: <https://madrevite.com/>

Project Description and Goals

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

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 partner, 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 the 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 or Google Slides (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 Madrevite winery. 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 Engagement Final 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 Engagement Presentations on **Tuesday, April 25th**. Students will receive the 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 25% of the final course grade, which will be divided into two categories:

1. Marketing Plan (20% of the final course grade)
2. In-class presentation for partner (5% of the final course grade)
3. End of Semester Community Engagement Presentations 5%