



## COMM/BUS/FSST 355 - Digital Marketing: Wines and Wineries of Central Italy

### Course Syllabus

Spring Semester 2022

**Instructor:** Jacopo Cossater, M.A.

**Credits:** 3

**Contact Hours:** 45

**Prerequisites:** None

**Class Hours:** TBA

**Office Hours:** TBA

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

**Lab Fee:** TBA

### 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:

Learning Outcomes	Assessment Measures
Explain the basic role, processes, and purpose of digital brand management in the wine business	<p>Course requirements that will be used to assess students' achievement for each learning outcome</p> <p>Class Participation and activities Service Learning Marketing Plan Service Learning Presentation Field trips</p>
Compare and differentiate the concepts of social media marketing, email marketing,	Class Participation and activities

influencer marketing, content marketing, branded content	
Explain the basics of wine promotion strategies	Class Participation and activities Service Learning Marketing Plan Service Learning Presentation Field trips
Identify and classify wines from Central Italy	Class Participation and activities Field trips

## Course Materials

### Readings

All reading materials will be made available in digital format on Moodle.

Please see “Umbra Institute Course Materials - Textbooks and Readers” handout provided in the orientation folder for more information.

### Films

Jason Wise, *Somm - Into the Bottle*, 90', 2015 (optional)

## Assessment

Class Participation and activities	15%
Mid-Term Exam	20%
Service Learning Project Marketing Plan	25%
Service Learning Project Presentation	15%
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 A-	93% - 100% 90% - 92%	Exceptional Excellent
B+ B B-	87% - 89% 83% - 86% 80% - 82%	Superior
C+ C C-	77% - 79% 73% - 76% 70% - 72%	Satisfactory
D+ D D-	67% - 69% 63% - 66% 60% - 62%	Low Pass
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 (15%)*

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 (25%)*

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

### *Service Learning Project Presentation (15%)*

Each group will prepare a 10-minute oral presentation to share the marketing plan created for Cantina Roccafiore. 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.

## Course Content Disclaimer

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.

## 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. For all students who display any relevant symptoms, the procedure will be the following:

1. avoid going to class;
2. immediately notify the Student Services staff;
3. be prepared to get tested for COVID at a local pharmacy within the day.

The following additional conditions apply:

- Students may attend classes remotely and without academic penalty via Zoom or Skype *but only* if they are waiting for the test to be scheduled or performed.
- Students with a positive test result (or who have been in close contact with someone who tested positive) must follow all applicable quarantine or isolation requirements and may attend classes remotely,

*without academic penalty.*

- Students with a negative test result are allowed to attend class in person.

It is Institute policy that students with symptoms be tested. Any student refusing testing will not be admitted to the Institute under any circumstances and any absences will not be considered eligible for an extra absence for any classes missed. In other words, refusing a test and staying in one's apartment is considered an unexcused absence.

Class attendance (in person or through live connection) is mandatory. Students are allowed two "free" absences, 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).

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

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.

#### Late Assignments

Each student is allowed one extension of 24 hours on an assignment that has to be handed in. After that, the assignment will be marked zero.

#### **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.

## Schedule of Topics, Readings, and Assignments

### WEEK 1

#### Introduction to the course

Day 1: Course Introduction.

Day 2: NO CLASS - A make-up class about *Introduction to Winemaking and Wine Tasting* will be scheduled throughout the course of the semester.

#### Readings for the week:

J. Cossater, *Wine Sommelier*, White Star/De Agostini, Novara, pp. 13-47

### WEEK 2

#### Introduction to the discipline of digital marketing and the culture of wine

Day 1: Wine Promotion/1: The World Wine Market.

Day 2: Digital Marketing/1: Essentials.

#### Readings for the week:

K. Storchmann, *Expert Opinion on the Wine Market*, American Philosophical Society

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

### WEEK 3

#### Promoting wine (both offline and online)

Day 1: Wine Promotion/2: Pricing Strategies and Distribution Strategies.

Day 2: Digital Marketing/2: Social Media Marketing.

#### Readings for the week:

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

### WEEK 4

#### Wine Communication Strategies & Wines from Central Italy

Day 1: Wine Promotion/3: Promotion and Communication Strategies.

Day 2: Wines from Central Italy (Tuscany).

#### Readings for the week:

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

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

## WEEK 5

### Email Marketing & Content Marketing

Day 1: Digital Marketing/3: Email Marketing.

Day 2: Digital marketing/4: Content Marketing & Branded Contents

Day 3: Field Trip to Todi & TBD - Roccafiore & TBD

Readings for the week:

Handouts distributed in class.

## MIDTERM EXAMS

## WEEK 6

### Wine Promotion, Influencer Marketing & Digital Marketing Plan

Day 1: Wine Promotion/5: Magazines, Guides, and Influencers

Day 2: Constructing a Digital Marketing Plan and Project Group Work Activity

Readings for the week:

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”).

Chartered management Institute, “Performing a SWOT Analysis”.

Handouts distributed in class.

## SEMESTER BREAK

## WEEK 7

### Online Reputation & Wines from Central Italy

Day 1: Digital marketing/5: Tone of Voice & Online Reputation

Day 2: Wines from Central Italy (Umbria and Latium).

Day 3: Field Trip to Torgiano - Lungarotti (Wine Export Management)

Readings for the week:

Handouts distributed in class.

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

## WEEK 8

### Constructing a Digital Marketing Plan

Day 1: Marketing Plan - Group Activity/1

Day 2: Guest Lecture - TBD

Readings for the week:

Handouts distributed in class.

**WEEK 9**

**Group Activity & Wines from Central Italy**

Day 1: Digital Marketing Plan - Group Activity/2

Day 2: Wines from Central Italy (Marche and Abruzzo).

Readings for the week:

Readings: Handouts distributed in class.

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

**WEEK 10**

**Group Activity**

Day 1: Digital Marketing Plan - Group Activity/3

Day 2: Digital Marketing Plan - Group Activity/4

Readings for the week:

Readings: Handouts distributed in class.

**FINAL EXAMS**

**WEEK 11**

**Course Conclusions**

Day 1: Community Engagement Final Presentations.

Day 2: Case Study Presentation and Course Conclusions.



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

**Spring 2022**

**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**

Cantina Roccafiore is a winery located in Todi, a medieval town located 40 minutes by car heading south from Perugia, in the valley extending from Perugia to Terni. Roccafiore was founded in 2000 by Leonardo Baccarelli. Quoting Roccafiore's website "The project was started towards the end of the 1990s with the desire to realize a clear vision: bring to life a concept untied in its constituent components – the landscape, climate, vines, tradition – in a perspective that looked towards innovation as a bridge to the future, without falling into nostalgic temptations. The graduality in acting, devoid of uncertainties, has forged a business model upheld by sustainability and the development of the territory". Besides a winery, Roccafiore is also a country house with 12 rooms and a SPA.

**Website:** <https://www.cantinaroccafiore.it/en/>

### **Project Description and Goals**

Students will participate in a service learning project with Cantina Roccafiore 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 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. Marketing Plan (20% of the final course grade)
2. In-class presentation for partner (10% of the final course grade)