



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

Course Syllabus 2022 Summer Session I

Instructor: Jacopo Cossater M.A.

Credits: 3

Contact Hours: 45

Prerequisites: none

Class Hours: 45

Office Hours: by appointment

Course Type: Standard Course

Lab Fee: \$160

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 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:

- *Explain* the basic role, processes, and purpose of digital brand management in the wine business (Class participation and activities, Marketing plan, Field trips);
- *Compare* and differentiate the concepts of social media marketing, email marketing, influencer marketing, content marketing, branded content (Class participation, Marketing plan);
- *Explain* the basics of wine promotion strategies (Class participation and activities);
- *Identify* and classify wines from Central Italy (Class participation and activities);

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.

Films

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

Assessment

Attendance	10%
Midterm Exam	30%
Marketing Plan	20%
Project Presentation	10%
Final Exam	30%

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)

Course Requirements

Grades are based on the following criteria.

Attendance (10%)

Attendance is an important part of this course. You have one "sick day," 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.

Midterm and Final Exams (30% + 30%)

The midterm 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.

Marketing Plan (20%)

Students will work in groups to design a simulation of a digital marketing plan for a winery. After a brief market

survey and a field trip, students will study how to develop a winery online presence. Guidelines for the writing of the marketing plan will be distributed in class.

Project Presentation (10%)

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

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.

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 & Lateness Policy

Class attendance (in person or through live connection) is mandatory. Students are allowed one "sick day," which does 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 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 four 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 count two 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

Meeting 1:

- Course Introduction.
- Wine Promotion/1: The World Wine Market.
- Introduction to Winemaking and Wine Tasting.

Readings for this meeting:

- J. Cossater, *Wine Sommelier*, White Star/De Agostini, Novara, pp. 13-47
K. Storchmann, *Expert Opinion on the Wine Market*, American Philosophical Society

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

Meeting 2:

- Digital Marketing/1: Essentials.
- Wine Promotion/2: Pricing Strategies and Distribution Strategies.

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 2

Meeting 1:

- Digital Marketing/2: Social Media Marketing.
- Wines from Central Italy (Tuscany).

Readings for this meeting:

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

Meeting 2:

- Wine Promotion/3: Promotion and Communication Strategies
- Digital Marketing/3: Email Marketing

Readings for this meeting:

Handouts distributed in class.

WEEK 3

Meeting 1:

- Digital marketing/4: Content Marketing & Branded Contents
- Wines from Central Italy (Umbria and Latium)

Readings for this meeting:

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

Meeting 2:

- Wine Promotion/5: Magazines, Guides, and Influencers
- TBA

Readings for this meeting:

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

Meeting 3:

- Field Trip to Montefalco (Cantina Raína e Cantine Adanti)

MIDTERM QUIZZES

WEEK 4

Meeting 1:

- Digital marketing/5: Digital PR & Influencer Marketing
- Constructing a Digital Marketing Plan and Project Group Work Activity

Readings for this meeting:

Handouts distributed in class.

Chartered management Institute, *Performing a SWOT Analysis*.

Meeting 2:

- Wines from Central Italy (Marche and Abruzzo)
- Marketing Plan - Group Activity/1

Readings for this meeting:

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

WEEK 5

Meeting 1:

- Digital marketing/6: Metrics
- Marketing Plan - Group Activity/2

Readings for this meeting:

Handouts distributed in class.

Meeting 2:

- Marketing Plan - Group Activity/3
- Project Presentation

FINAL QUIZZES

Commentato [1]: ??

Commentato [2]: credo intenda il fial exam di venderdi