



COMM-BUS 355
Digital Marketing: Wines and Wineries of Central Italy
Course Syllabus
Summer Session I – 2024

Instructor: Jacopo Cossater, M.A.

Credits: 3

Contact Hours: 45

Prerequisites: none

Class Meeting Days & Time: Tuesday and Thursday, 2:15 p.m. - 5:45 p.m.

Office Hours: by appointment before or after a class

Course Type: Standard Course

Course Fee: \$ 120.00

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:

- *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);
- *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%
Marketing Plan	25%

Marketing Plan Presentation	15%
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)

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 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.

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.

Marketing Plan (25%)

Students will work in groups to design a hypothetical digital marketing plan for an Umbrian winery. Guidelines for the writing of the marketing plan will be distributed in class.

Marketing Plan Presentation (15%)

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.

Final Exams (30%)

The 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.

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 Policy

Attendance is expected and mandatory for classroom times and co-curricular activities. The first absence per course due to illness will be considered an excused "sick day" and does not require medical documentation. To receive additional excused absences due to illness, students are required to see a local physician or request a letter from an Institute-approved doctor documenting they should be excused from class for illness.

Unexcused absences will adversely affect a student's academic performance and will result in a reduction of the student's final course grade by 2% per absence up to a maximum of 10%. Excessive unexcused absences may result in a failing grade or disciplinary action. 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 lower the students' grade by half a letter grade (i.e., a final grade of a B+ would be lowered to a B).

Legitimate reasons for an excused absence or tardiness includes: death in immediate family, religious observances, illness or injury, local inclement weather, medical appointments that cannot be rescheduled.

Students who request an approved absence to observe a religious holiday must submit a formal request to the Institute's Director within one week after the add/drop period when course schedules, including any field trips, are finalized. No exceptions will be made after this deadline.

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.

Tardiness Policy

Students are expected to attend all classes punctually. Any student arriving up to 15 minutes late or leaving up to 15 minutes earlier than the scheduled class end time will be marked as tardy. Each incident of tardiness (late arrivals to or early departures from class) is 0.5% off the final grade. However, should a student arrive more than 15 minutes late or depart more than 15 minutes before the conclusion of the class, it will be recorded as an absence.

Students are also expected to remain in class during the time of instruction except for a reasonable amount of time to use the restroom. Students who leave class and do not return during the class session will receive an unexcused absence or late penalty.

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.

Utilizing ChatGPT or other artificial intelligence (AI) tools for the generation of content submitted by a student as their own as part of any assignment for academic credit at the Institute constitutes a form of plagiarism.

Should the Institute become aware of a student's use of such platforms and services, the student will be subject to the same consequences and judicial proceedings as are in place for plagiarism (defined above).

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. Students are not allowed to use their cell phones or laptops while in class or during co-curricular events and activities, unless otherwise specified in the course syllabus or expressly permitted by the instructor for special learning. This policy also applies to earbuds and headsets. Students who do not respect these rules will be subject to disciplinary warnings and probation, be given an unexcused absence from class, and other disciplinary action including dismissal from the course.

Moodle

Please note that Moodle, not this syllabus, is the ultimate reference for due dates, assignment prompts, and course announcements. It is *the student's responsibility* to check the site regularly to be aware of announcements as well as to see and record all due dates for assignments.

Schedule of Topics, Readings, and Assignments

WEEK 1

Introduction to the course and the culture/world of wine

Meeting 1:

Course Introduction

Introduction to Winemaking and Wine Tasting

Readings:

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

Meeting 2:

Wine Promotion/ 1: The World Wine Market

Digital Marketing/ 1: 4Ps of marketing - Digital Marketing Essentials

Readings:

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 2

Wine Communication Strategies & Wines from Central Italy

Meeting 1:

Wine Promotion/ 2: Pricing Strategies and Distribution Strategies

Digital Marketing/ 2: Social Media Marketing 1

Readings:

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”).

Meeting 2:

Digital Marketing/ 2: Social Media Marketing 2

Wines from Central Italy (Umbria & Latium)

Readings:

H. Johnson and J. Robinson, *The World Atlas of Wine*, Mitchell Beazley, London (UK), page 719 and page 395

WEEK 3

Email Marketing & Content Marketing

Meeting 1:

Digital Marketing/ 3: Email Marketing

Digital marketing/ 4: The Buyer's Journey - Content Marketing vs. Branded Content

Readings:

Handouts distributed in class

Meeting 2:

Wine Promotion/ 3: Promotion and Communication Strategies

Wine Promotion/4: Magazines, Guides, and Influencers

Readings:

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

WEEK 4

Content & Influencer Marketing & Wines from Central Italy

Meeting 1

Digital marketing/ 5: Influencer Marketing

Wines from Central Italy (Tuscany)

Readings:

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*, Mitchell Beazley, London (UK), 2019, pages 703-704.

Meeting 2:

SWOT Analysis - Constructing a Digital Marketing Plan and Marketing Plan Group Activity

Meeting 3:

Field trip to Montefalco - Adanti Winery

Readings:

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

WEEK 5

Constructing a Digital Marketing Plan and Project Group Work Activity

Meeting 1:

Marketing Plan - Group Activity

Wines from Central Italy (Marche and Abruzzo)

Readings:

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

H. Johnson and J. Robinson, *The World Atlas of Wine*, Mitchell Beazley, London (UK), pages 425-427.

Meeting 2:

Marketing Plan - Group Activity

Marketing Plan - Case Study Presentation and Course Conclusions
Final Exams

Readings:

None