



J SCHOOL – SCHOOL OF JOURNALISM, COMMUNICATION, AND PUBLISHING

SCHOOL OF JOURNALISM, COMMUNICATION, AND PUBLISHING / HOSPITALITY
DEPARTMENT OF CREATIVE ADVERTISING / HOSPITALITY AND TOURISM MANAGEMENT
COURSE TITLE: ART, FOOD, FASHION, AND WINE: CREATIVE ADVERTISING OF ITALIAN DESTINATIONS
COURSE CODE: CPCRCM360; HPHTCM360
3 semester credits

1. DESCRIPTION

Italian destination cities immediately conjure up images of the art, food, fashion, wine, and culture in which their fame lies: fashion shows and La Scala in Milan, Renaissance art in Florence, Brunello wine in Montalcino, the Biennale and Carnevale in Venice. This course will explore how creative advertising strategies have been produced and implemented, their effect on city branding, and the proliferation of creative areas in destination cities. Additionally, students will gain an understanding of media planning and buying, including target audience identification, media strategy development, and evaluation of media options. Case studies of both well-established metropolises and developing destinations will be examined to provide practical insights into successful advertising campaigns.

2. OBJECTIVES

The course aim is to inform, challenge and develop students' knowledge of the broad topic known as 'nation branding' in Italy, through the marketing and advertising, of destinations and products, from a creative point of view with a particular emphasis on how creative advertising has and continues to shape the image of Italian destinations.

By the end of the course students will be able to:

- Gain a complete background and knowledge of the "Made in Italy" concept
- Analyze marketing and communication strategies specific to Italian products and culture
- Discuss identity and cultural issues in branding Italian destinations
- Identify major elements of what distinguishes the use of creative advertising of Italian products

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Lees-Maffei, Grace & Fallan, Kjetil. *Made in Italy: Rethinking a Century of Italian Design*.

Bloomsbury, 2013.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

- De Filippo, Anna. 'Italian Sagre', *Life in Italy*, 2017.
- Hofer, Felix. 'European Union: Food Advertising in Italy', *Global Advertising Lawyers Alliance*, 2017.
- Raezer, David. & Raezer, Jennifer. *Italian Wine Guide*. Approach Guides, 2015.
- Sagre Toscane at <https://www.sagretoscane.com/sagre/>

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed. Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:
www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

LIBRARIES IN LA SPEZIA

CIVIC LIBRARY PIETRO MARIO BEGHI

Located in Via del Canaletto 100. Please consult the library website for hours of operation.

BIBLIOTECA CIVICA UBALDO MAZZINI

Located in Corso Cavour 25. Please consult the library website for hours of operation

SISTEMA BIBLIOTECARIO DI LIGURIA (LIGURIAN LIBRARY SYSTEM)

It offers a collection of books, magazines, newspapers, and other materials, including a large collection of audiovisual materials. The library also has a variety of public programs and events, including film screenings, concerts, and exhibitions.

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

20% Participation & Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

20% Final Project

30% Final Exam

A = 93-100 %, A- = 90-92%, B+ = 87-89%, B = 83-86%, B- = 80-82%, C+ = 77-79%, C = 73-76%, C- = 70-72%, D = 60-69%, F = 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 20% of the final course grade. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into two sections:

- Part I: Multiple choice and short answer questions, for a total of 70 points.
- Part II: Essay question for a total of 30 points.

The **Final Project** accounts for 20% of the final course grade. This is an ongoing project throughout the course, which consists of a comprehensive communication strategy for an Italian brand related to art, food, fashion, or wine. The specific brand needs to be approved by the instructor.

The **Final** exam accounts for 30% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into two sections:

- Part I: Multiple choice and short answer questions, for a total of 70 points.
- Part II: Essay question for a total of 30 points.

The Final Exam is cumulative.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Introduction to the course, review of course syllabus, overview of the course and general school rules. What is creative advertising? Italy as seen by Hollywood.
Objectives	Be able to frame Italy from an American perspective. Realize the main differences between the local and international gaze on Italy.
In-Class Activity	Discussion of your initial perceptions of Italy and its products.
Readings/ Assignments	Read: Lees-Maffei & Fallan. Chapter "Introduction".

Lesson 2	
Meet	In class
Lecture	Regional, historical and geographic implications and the significance of 'Made in Italy' to the world. Channels of communication: advertising, publicity, and promotion.
Objectives	Identify the main pillars of 'Made in Italy'. Learn about the channels of communication of advertising, publicity, and promotion.
Visit / In-Class Activity	Eataly: focus on 'Made in Italy' products and advertisement. Advertisement for Eataly in class.
Readings/ Assignments	Assignment: Critical reflection of how Italy is framed from a branding perspective.

Lesson 3	
Meet	In class
Lecture	Iconic Italian fashion brands, case studies of luxury fashion. Marketing strategies, publicity and creative advertising strategies within the luxury fashion sector.
Objectives	Learn about the main Italian fashion brands, their history, and their importance. Gather insights on the main advertising strategies of Italian fashion brands. Be able to conduct an analytical review of fashion brands' creative advertising.
In-Class Activity	Define Final Project. Group exercise: focus on an Italian luxury fashion brand and explore their advertising strategy.
Readings/ Assignments	Read: Lees-Maffei & Fallan. Chapter 13.

Lesson 4	
Meet	In class
Lecture	Applied strategies of Italian fashion brands: local, global, and glocal perspectives. Alternative Italian fashion arenas and their advertisement.
Objectives	Learn about alternative Italian fashion brands. Focus on the interrelation of local and global for successful advertising.
Visit / In-Class Activity	Second-hand stores and focus on second-hand approach. Advertisement for a second-hand store in class.
Readings/ Assignments	Assignment: Visit an alternative clothing shop and write an analytical report of their advertising strategies.

Lesson 5	
Meet	In class
Lecture	Italian wine sector primer and the local wine market of the Region. Strategies to advertise wine: the importance of storytelling. Exploring the use of labels.
Objectives	Learn about wine production in Italy. Identify the main characteristic of wine advertising in Italy.
In-Class Activity	Create an advertisement for a local wine of a biological manufacturer.
Readings/ Assignments	Read: <i>Italian Wine Guide</i> .

Lesson 6	
Meet	In class
Lecture	The industry of coffee in Italy. Strategies to advertise coffee: ordinary and extraordinary approaches, focusing on words, territory, and tastes.
Objectives	Learn about the significance of coffee and its advertising in Italy. Identify the main characteristic coffee advertising in Italy.
In-Class Activity	Advertisement for typical Italian coffee (espresso, macchiato, cappuccino etc.)
Readings/ Assignments	Read: Lees-Maffei & Fallan. Chapter 12.

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
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ACADEMIC BREAK

Lesson 9	
Meet	In class
Lecture	The culture and history of the Italian table. The ‘Slow Food’ movement and a look at DOP certification, protection, and authenticity. The influence of Italian food abroad, the emergence of the celebrity chef and ‘cooking class tourism’
Objectives	Learn about the main characteristics of gastronomy in Italy and its role in tourism. Identify the main certifications to guarantee quality and authenticity. Learn about the celebrity chefs of Italy.
In-Class Activity	Advertise a slow food product of choice using three key words to describe it.
Readings/ Assignments	Read: Hofer. Assignment: Visit, taste, and then create the advertisement for a local food shop of choice in the city.

Lesson 10	
Meet	In class
Lecture	Italy as a gastronomic ‘experience’ destination. Regional differences in food, from the ‘sagra’ to international trade fairs. The advertisement of food events.
Objectives	Explore the main regional gastronomic differences and the local and global fairs sponsored to promote different foods. Identify the main approaches to promoting food events. Recognize the role of Italy as a significant food destination.
In-Class Activity	Explore the main ‘sagre’ of the Region and create an innovative advertisement strategy for one of them (group exercise)
Readings/ Assignments	Read: De Filippo Browse: https://www.sagretoscane.com/sagre/

Lesson 11	
Meet	In class
Lecture	Jewelry as a form of art: practices and evolving trends, emerging identities, and creative strategies of the Italian art world.
Objectives	Learn about the main characteristic of contemporary jewelry brand-making. Identify the historical significance of goldsmiths in the city. Learn about the ways jewelries can advertise themselves through different tone of voices and approaches.
Visit	Walking tour of the city center.
Readings/ Assignments	Read: Lees-Maffei & Fallan. Chapter 8 and 10.

Lesson 12	
Meet	In class
Lecture	Italian industrial design, history, and development. Car, bicycle, and motorbike design and manufacture. Focus on major post war innovators, the development of internationally renowned brands, their strategies for communication, marketing, and distribution.
Objectives	Identify the main designers and manufactures of Italian cars, learning about the advertisement strategies adopted. Be able to recognize the main Italian designers that emerged after WWI and WWII.
In-Class Activity	Choose a local city shop and create their new advertisement strategy.
Readings/ Assignments	Read: Lees-Maffei & Fallan. Chapter 11 and 15. Assignment: Create a strategic advertisement for a jewel you found in Ponte Vecchio.

Lesson 13	
Meet	In class
Lecture	Furniture design, product design, and design for the home in Italy. Strategizing in an ever-changing reality that seeks cheaper and faster solutions.
Objectives	Learn about the main strategies for communication, marketing, and distribution adopted by furniture, product, and home designers in Italy. Understand the main risks and challenges for contemporary designers and look at advertising as a beneficial way to support their work.
In-Class Activity	Workshop on Final Project.
Readings/ Assignments	Read: Lees-Maffei & Fallan. Chapter 5.

Lesson 14	
Meet	In class
Lecture	Summary and Presentations of Final Projects.
Objectives	Be able to recap the main points of the course. Engage in clear public speaking with legible and aesthetic slides.
In-Class Activity	Present Final Project.
Readings/ Assignments	Submit Final Project.

Lesson 15	
Meet	In class
Lecture	FINAL EXAM