

		<h1>SYLLABUS</h1>	
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**PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION  
FLORENCE UNIVERSITY OF THE ARTS  
JSCHOOL - SCHOOL OF JOURNALISM, COMMUNICATION AND PUBLISHING (PU)**

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SCHOOL OF JOURNALISM, COMMUNICATION, AND PUBLISHING  
DEPARTMENT OF CREATIVE ADVERTISING

**COURSE TITLE: Art, Food, Fashion, and Wine: Creative Advertising of Italian**

**Destinations**

**COURSE CODE: CPCRCM360**

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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 identity, the proliferation of creative areas in destination cities, and the future of creativity and creative marketing. Case studies of both well-established metropolises and developing destinations will be examined.

### **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 should 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**

- No particular prerequisites, this is an entry level course.
- Students are required to produce class and homework assignments, strictly respecting the schedule and the type of work that the teacher will assign on a regular basis. Those assignments almost always consist of field research outside of class hours that needs to be scheduled and planned. Therefore an extremely consistent attendance is strongly recommended. Thus, if student should miss a class, he/she is kindly asked to catch up without delay and to immediately get in touch with the teacher by email or by phone in order to know exactly what is due for each lesson.
- An active participation in the course is essential: this includes mandatory writing, brainstorming, reading, looking for sources as assigned by your teacher, correcting of

other students' works in class or at home, and a willingness to accept and participation during class critiques and constructive criticism with other students.

- Students will have to provide their sources when necessary for the presentation of their work.
- The final versions of the articles and pieces that will compose your portfolio must be typed. Regular assignments can be handwritten, but must be clearly legible. Access to computers is possible at many Internet points in town (always enquire about access conditions before accepting) or at the school library.

#### **4. METHOD**

This course will be combine lectures, class discussion, peer reviews, and media-supported presentations.

#### **5. TEXT BOOK – FURTHER READINGS – RESOURCES**

##### **MANDATORY TEXTBOOK**

The required textbook is **Made in Italy: Rethinking a Century of Italian Design** published by Bloomsbury Academic. It must be ordered online as is also available as a Kindle download. To order online visit [www.amazon.co.uk](http://www.amazon.co.uk), the direct link for the title is <http://www.amazon.co.uk/dp/0857853899>.

A hard copy is to be found also in the school library. Each student must provide the required textbook for the successful completion of the course. Further material, handouts and notes will be eventually distributed to the students during the semester.

##### **FURTHER SUGGESTED readings:**

Creative Advertising, M. Pricken

Made in Italy: Small-Scale Industrialization and Its Consequences, M. Blim

Advertising: Concept and Copy, G. Felton

Advertising and Social Change, R. Berman

The Semiotic Challenge, R. Barthes

Advertising as Communication, G. Dyer

**Advertising and Popular Culture, J. Fowles**

##### **LIBRARIES IN FLORENCE**

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. 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/](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](http://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](http://www.britishinstitute.it/en)

#### **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.

Students are encouraged to take advantage of these sites to further supplement topic learning.

#### Art

- The Uffizi Gallery
- Costume Gallery, Galleria Palatina, Galleria Arte Moderna at the Pitti Palace
- The Museo Marino Marini
- Palazzo Strozzi
- Contemporary art: Museo 900, Strozzi underground level of Palazzo Strozzi

#### Fashion

- Ferragamo Museum
- Gucci Museum
- Fondazione Roberto Capucci at Villa Bardini

#### Food

- Sant'Ambrogio and San Lorenzo fresh food markets
- Specialty shops: Procacci, Pegna, Baroni cheeses

#### Wine

- Enoteca Alessi, Enoteca Ponte Vecchio

### **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**

20% Class Participation – Assignments

20% Term Project

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

20% Final Exam

20% Assignments

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 FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

**The fourth absence constitutes automatic failure of the course. Students with excessive**

**absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.**

### **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 always the student's responsibility to know how many absences he or she has in a course. 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 and in-class activities, responsible behavior, and completion of assignments will be assessed. All of the above criteria also applies to Field Learning and site visits.

## **11. EXAMS – PAPERS – PROJECTS**

There will be two exams and a term project.

The term project will be an ongoing project throughout the course. The term project is worth 20% of the overall grade. The project will be worked on during the students own time and will be discussed regularly with the instructor in class. The group presentations for the term project will be held in class and will consist of a visual presentation using the platform of choice.

The mid term exam will be be 10 multiple choice questions based on the subjects studied throughout the first half of the semester. It is worth 20% of the overall grade.

The final exam will be based on arguments studied throughout the semester, including required readings. The format will be short answers of 5 questions. It is worth 20% of the overall grade.

The grading of the Midterm and Final exam will be based on your knowledge of the subjects and your opinion on the subject and how clearly you will express the arguments that support your opinion. Should issues of academic dishonesty arise (plagiarism and so on), the teacher will refer to the institution's written policy on such matters.

Note: the date and time of the exams will be communicated on the first day of class and cannot be changed for any reason

## **12. LESSONS**

<b>Lesson 1</b>	Meet in class
Lecture	Introduction to the course, review of course syllabus, overview of the course and general school rules. Discussion of 'Italy as seen by Hollywood' through the viewing of the film 'Nine' by the US director Rob Marshall.
Reading	Textbook reading: introduction chapter Introductory study paper - instructor's handout
Assignment	2 full pages - Write a reaction to your initial ideas of how your perceive Italy, Italian products, and Italian destinations and discuss the vision of Italy seen in the film

<b>Lesson 2</b>	Meet in class
Lecture	Regional, historical and geographic implications and the significance of 'made in Italy' to the world. A focus on channels of communication: advertising, publicity and promotion
Reading	Textbook reading: chapter 1
Assignment	Discuss how the international image of Italy has changed since the 1980's, give examples – 1 full page

<b>Lesson 3</b>	Meet in class
Lecture	Italian fashion houses and their development towards world domination in the luxury sector. Case studies of Italian luxury fashion brands - marketing strategies, publicity and creative advertising strategies.
Reading	Textbook reading: chapter 13
Assignment	Study paper - instructors handout "The historic time-line of Italian fashion brands"

<b>Lesson 4</b>	Meet in class + Field Trip
Lecture	Case Study Field Trip – a guided tour of a fashion-based entity. Analysis of an iconic Italian fashion brand.
Reading	Thorough analytical reading of the institution's website.
Assignment	Discuss the value of history, tradition craftsmanship and luxury in the 'made in Italy' product - 1 page

<b>Lesson 5</b>	Meet in class
Lecture	A focus on the platforms available for the advertising, communication and publicity of Italian products, brands and services to the international market
Reading	Textbook reading: chapter 12
Assignment	Discuss the emergence of the model of consumption embodied by the "new housewife" and how this affected advertising in Italy in the 1960's.

<b>Lesson 6</b>	Meet in class + Field Trip
Lecture	Italian wine sector primer: In light of the upcoming lessons on Italian products, we will discuss case studies pertaining to the local wine market (Tuscany). This lesson includes a wine appreciation tasting field trip.
Assignment	Write a brief profile (max 1 page) on your findings from the tasting. The article can focus on one or more of the presented wines.

<b>Lesson 7</b>	Meet in class
Midterm Exam	The exam will consist of 10 multiple choice questions based on subjects discussed throughout the first half of the semester both in class and through the text book and study paper readings. The second part of the lesson will address specific advertising topics related to the wine field as well as a review of topics upcoming for the 2 <sup>nd</sup> half of the course.

**Lesson 8 – Academic Break, NO CLASS.**

<b>Lesson 9</b>	Meet in class
Lecture	Discussion of territorial denominations diversity and identity. The internationalization of Italian wines, the evolution of creative advertising and the communication of label and bottle design.  <b>Intro to the group project:</b> discussion of project brief.
Reading	Instructor will provide reading sources.

<b>Lesson 10</b>	Meet in class
Topic	Food – a focus on the culture and history of the Italian table. The ‘Slow Food’ movement and a look at DOP certification, protection and authenticity. A discussion of regional differences in food, local versus global products, agriculture and the national celebration of food, from the ‘sagra’ to international trade fairs. The influence of Italian food abroad, the emergence of the celebrity chef and ‘cooking class tourism’ - Italy as a gastronomic ‘experience’ destination
Reading	Instructor will provide reading sources.

<b>Lesson 11</b>	Meet in class
Lecture	Contemporary Art – practices and evolving trends, emerging identities and creative strategies of the Italian art world. We will discuss the presence of contemporary art organizations and events in Italy and abroad, and how their promotional strategies are distinguished.
Reading	Textbook reading: chapters 8 & 10

<b>Lesson 12</b>	Meet in class + Field Trip
Lecture	A Study of Italian industrial design, its history and development, examining car and motorbike design and manufacture, furniture design, product design, design for the home, etc. A focus on the major post war innovators, the development of internationally renowned brands, their strategies for communication, marketing and distribution in an ever changing market. Class will include a design-craftsmanship visit.
Reading	Textbook reading: chapter 11 & 15
Assignment	Discuss the major challenges for growth regarding Italian industrial design brands in the global market – 1 page

<b>Lesson 13</b>	Meet in class
Lecture	A case study of Italian presence at international events and trade fairs. Communication of “nation branding” in foreign territories
Reading	Instructor will provide reading sources.

<b>Lesson 14</b>	Meet in class
Presentation	Group project in-class presentations

<b>Lesson 15</b>	Meet in class
Final Exam	The final exam will be based on arguments studied throughout the semester, including required readings. The format will be short answers of 5 questions.