

	<b>FLORENCE UNIVERSITY OF THE ARTS</b> THE AMERICAN UNIVERSITY OF FLORENCE	<b>SYLLABUS</b>	Rev. 8 April 2025 Academic Affairs
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Format revised 2025  
 Syllabus revised 2025

Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

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**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.

Upon successful completion of this course, students will:

- 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 interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

## 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 course participation and completion. Where applicable additional materials may 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/>

## LIBRARY

Course participants may access the campus library. Please consult the posted schedules for official opening times. Texts may be consulted on-site, and scanning/internet services available.

## 6. COURSE MATERIALS

No additional course materials are necessary.

## 7. 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. If this course requires a fee, the exact amount is communicated prior to enrollment.

## 8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

10% Participation

20% Assignments

20% Midterm Assessment

20% Final Project

20% 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

The above grade breakdown percentages reflect the grading scale standards in the "Grading and Evaluation System" section of the catalog.

### Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours: [https://catalog.fua.it/standard\\_regulation](https://catalog.fua.it/standard_regulation)

## 9. EXAMS / PROJECTS / ASSIGNMENTS

**Midterm Assessment:** The Midterm Assessment accounts for 20% of the final course grade. Students are required to visit one of the following locations:

- Alternative clothing shop
- Wine shop

- Coffee shop

and write an analytical report (approx. 800 words) evaluating the advertising strategies employed by the chosen business and including photographs or examples of advertising materials (at least 5 items). Students should consider the following aspects:

- Visual merchandising and store layout
- Promotional materials (posters, flyers, etc.)
- Social media presence and online advertising
- In-store experiences and customer engagement

**Final Exam:** The Final Exam accounts for 20% 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: Short answer questions, for a total of 60 points.
- Part II: Essay question for a total of 40 points.

The final exam is cumulative.

**Final Project:** 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.

**Assignments:** This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

Assignment #1: reflect on your initial perceptions of Italy and its products. Write a reflective essay of 500 words discussing your initial perceptions of Italy and its products. Consider what your preconceived notions were about Italy and its culture, and how you perceived Italian products before engaging with the course material.

Assignment #2: analyze the advertising strategy of a selected Italian luxury fashion brand, exploring how they communicate their brand identity and luxury appeal to their target audience. Choose an Italian luxury fashion brand (e.g., Gucci, Prada, Versace, Fendi, Dolce&Gabbana, Ferragamo, Missoni, Valentino) and conduct a 500-word analysis of their advertising strategy. Examine their use of visual and textual elements, messaging, and media channels to convey their brand identity and luxury appeal. Discuss how the brand's advertising strategy aligns with their overall brand positioning and target audience.

Assignment #3: Create an advertisement for a typical Italian coffee drink (espresso, macchiato, cappuccino, etc.) that captures the essence of Italian culture and appeals to coffee lovers. The assignment should include a written description (250-300 words) and a visual representation of your advertisement.

- Choose a specific Italian coffee drink (e.g., espresso, macchiato, cappuccino, latte)
- Develop a compelling headline, tagline, and visual elements that evoke the Italian coffee culture
- Consider the target audience and tailor your message accordingly
- Use language and imagery that highlights the unique characteristics of your chosen coffee drink

## 10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Introduction to the course What is creative advertising? Italy as seen by Hollywood
Objectives	<ul style="list-style-type: none"> <li>• Be able to frame Italy from an American perspective.</li> <li>• Realize the main differences between the local and international gaze on Italy.</li> </ul>

<b>Readings/ Assignments</b>	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapter Introduction: The History of Italian Design, pp. 1-34. Assignment #1 assigned, due by next class meet: reflect on your initial perceptions of Italy and its products. Write a reflective essay of 500 words discussing your initial perceptions of Italy and its products. Consider what your preconceived notions were about Italy and its culture, and how you perceived Italian products before engaging with the course material.
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<b>Lesson 2</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Regional, historical and geographic implications and the significance of 'Made in Italy' to the world. Channels of communication: advertising, publicity, and promotion.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Identify the main pillars of 'Made in Italy'.</li> <li>Learn about the channels of communication of advertising, publicity, and promotion.</li> </ul>
<b>Readings/ Assignments</b>	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapter A Historiography of Italian Design, pp. 35-55.

<b>Lesson 3</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Iconic Italian fashion brands, case studies of luxury fashion. Marketing strategies, publicity and creative advertising strategies within the luxury fashion sector.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Learn about the main Italian fashion brands, their history, and their importance.</li> <li>Gather insights on the main advertising strategies of Italian fashion brands.</li> <li>Be able to conduct an analytical review of fashion brands' creative advertising.</li> </ul>
<b>Readings/ Assignments</b>	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapter Italian Fashion: The Metamorphosis of a Cultural Industry, pp. 239-250. Assignment #2 assigned, due by next class meet: analyze the advertising strategy of a selected Italian luxury fashion brand, exploring how they communicate their brand identity and luxury appeal to their target audience. Choose an Italian luxury fashion brand (e.g., Gucci, Prada, Versace, Fendi, Dolce&Gabbana, Ferragamo, Missoni, Valentino) and conduct a 500-word analysis of their advertising strategy. Examine their use of visual and textual elements, messaging, and media channels to convey their brand identity and luxury appeal. Discuss how the brand's advertising strategy aligns with their overall brand positioning and target audience.

<b>Lesson 4</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Applied strategies of Italian fashion brands: local, global, and glocal perspectives. Alternative Italian fashion arenas and their advertisement. Furniture design, product design, and design for the home in Italy. Strategizing in an ever-changing reality that seeks cheaper and faster solutions.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Learn about the main Italian fashion brands, their history, and their importance.</li> <li>Gather insights on the main advertising strategies of Italian fashion brands.</li> <li>Learn about the main strategies for communication, marketing, and distribution adopted by furniture, product, and home designers in Italy.</li> </ul>

	<ul style="list-style-type: none"> <li>• Understand the main risks and challenges for contemporary designers and look at advertising as a beneficial way to support their work.</li> </ul>
<b>Readings/ Assignments</b>	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapter 5. FINAL PROJECT OVERVIEW.

<b>Lesson 5</b>	
<b>Meet</b>	In class
<b>Lecture</b>	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.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Learn about wine production in Italy.</li> <li>• Identify the main characteristic of wine advertising in Italy.</li> </ul>
<b>Readings/ Assignments</b>	Raezer, David. & Raezer, Jennifer. <i>Italian Wine Guide</i> . Approach Guides, 2015. MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

<b>Lesson 6</b>	
<b>Meet</b>	In class
<b>Lecture</b>	The industry of coffee in Italy. Strategies to advertise coffee: ordinary and extraordinary approaches, focusing on words, territory, and tastes.
<b>Objectives</b>	Learn about the significance of coffee and its advertising in Italy. Identify the main characteristic coffee advertising in Italy.
<b>Readings/ Assignments</b>	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapter 12

<b>Lesson 7</b>	
<b>Meet</b>	In class
<b>Lecture</b>	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'
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Learn about the main characteristics of gastronomy in Italy and its role in tourism.</li> <li>• Identify the main certifications to guarantee quality and authenticity.</li> <li>• Learn about the celebrity chefs of Italy.</li> </ul>
<b>Readings</b>	<p>Hofer, Felix. 'European Union: Food Advertising in Italy', <i>Global Advertising Lawyers Alliance</i>, 2017.</p> <p>Assignment #3 assigned, due by next lesson: Create an advertisement for a typical Italian coffee drink (espresso, macchiato, cappuccino, etc.) that captures the essence of Italian culture and appeals to coffee lovers. The assignment should include a written description (250-300 words) and a visual representation of your advertisement.</p> <ul style="list-style-type: none"> <li>- Choose a specific Italian coffee drink (e.g., espresso, macchiato, cappuccino, latte)</li> <li>- Develop a compelling headline, tagline, and visual elements that evoke the Italian coffee culture</li> <li>- Consider the target audience and tailor your message accordingly</li> <li>- Use language and imagery that highlights the unique characteristics of your chosen coffee drink</li> </ul>

Lesson 8	
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	<ul style="list-style-type: none"> <li>Explore the main regional gastronomic differences and the local and global fairs sponsored to promote different foods.</li> <li>Identify the main approaches to promoting food events.</li> <li>Recognize the role of Italy as a significant food destination.</li> </ul>
Readings	De Filippo, Anna. 'Italian Sagre', <i>Life in Italy</i> , 2017. Browse: <a href="https://www.sagretoscane.com/sagre/">https://www.sagretoscane.com/sagre/</a>

Lesson 9	
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	<ul style="list-style-type: none"> <li>Learn about the main characteristic of contemporary jewelry brand-making.</li> <li>Identify the historical significance of goldsmiths in the city.</li> <li>Learn about the ways jewelries can advertise themselves through different tone of voices and approaches.</li> </ul>
Readings	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapters 8 and 10 FINAL PROJECT DUE

Lesson 10	
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. Final Project Presentation
Objectives	<ul style="list-style-type: none"> <li>Identify the main designers and manufacturers of Italian cars, learning about the advertisement strategies adopted.</li> <li>Be able to recognize the main Italian designers that emerged after WWI and WWII.</li> </ul>
Readings	Lees-Maffei, Grace & Fallan, Kjetil. <i>Made in Italy: Rethinking a Century of Italian Design</i> . Bloomsbury, 2013, Chapters 8 and 10 Final Project Presentation

Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM