

Format revised 2025
Syllabus revised in 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 FOOD AND WINE STUDIES / SCHOOL OF BUSINESS
DEPARTMENT OF WINE AND CULTURE / ENTREPRENEURSHIP RESOURCES
COURSE TITLE: WINE WINDOWS AND WINE BUSINESS WALKS
COURSE CODE: FWWCWW250 / BUERWW250
3 semester credits

1. DESCRIPTION

The course features a multifaceted approach that involves and engages students in the investigation of the Florentine tradition of wine windows. Introducing these peculiar wine businesses under a cross-disciplinary lens structured around historical, socio-cultural, and financial filters, students gain a thorough and extensive knowledge of the aspects and features that lie beyond wine marketing and tourism and the social media trend of wine windows. The exploration of city center neighborhoods - where wine windows witness the centuries-old wine heritage of Florence - catalyzes the topics pursued in the course and allows students to gain an understanding of the socio-economic value of wine windows as a tangible expression of the Italian wine culture. The course entails an overview of fundamental concepts, related to the wine industry and deeply intertwined with the wine window phenomenon, such as financial resilience during global crises, brand image strategies, the impact and consequences of fast tourism on economic sustainability, and generational wine consumption habits.

The classroom approach of this course is based on experiencing Florence as the academic space for learning and engagement. Classes are not held in a traditional, frontal-style setting; each lesson is carefully mapped for curricular content and featured locations: lectures, observations, exercises, analysis, and reflections on presented topics are held in relevant sites that are accounted for in the academic planning, syllabus, and related course material. Coursework and submissions will be regularly assessed on the Course website platform through daily assignments in addition to exams, papers, and projects. Learning through the on-site classroom approach fosters a deeper understanding of the cultural environment of Florence and how it is related to the subject of study represented by the course, and allows the overall experience to contribute to the students' academic and personal enrichment.

2. OBJECTIVES

The aim of this course is to:

- Investigate the historical and social background that characterizes the tradition of wine windows in Florence.
- Analyze and describe the features of wine windows providing a contextual breakdown of the foundational components of wine industry.
- Explore and experiment the atmosphere of Florence city center and its distinctive narrow streets and historical buildings where wine windows are located.
- Inspect and examine the financial and commercial complexities and opportunities that the wine industry experiences during economic crises.
- Assess the role of the wine windows as anti-contagion and social distancing restriction-abiding shops during global pandemic emergencies.
- Underline the pivotal contributions of historical family-run businesses in promoting Italian

quality wines and fostering the concept of *Made in Italy* around the world.

- Investigate the strategies adopted by wine businesses to establish an effective interaction between their conveyed brand image and the customer's evaluative perceptions and subsequent purchasing decisions.
- Discuss the consequences of fast tourism related to the wine industry and revise the optimal procedures employed by wine businesses to sustain and preserve the environment, cultures, and communities.
- Identify and illustrate the different patterns and behaviors in wine consumption determined by generational gaps.

3. REQUIREMENTS

No requirements needed.

4. METHOD

This course consists of lectures, discussions, 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, and experiential and/or field learning activities where applicable. As described in point 1, lessons are not held in traditional classroom settings but are based on the city of Florence as the academic space for learning and engagement. Please review the course description for the structural approach and method of coursework.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Jenster P.V. (2008), *The Business of Wine: A Global Perspective*, Copenhagen Business School Press, Copenhagen, Chapter 3, Chapter 6, and Chapter 8 pp. 79-90, pp. 111-128, pp. 147-170.

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

FURTHER READINGS

- Castriota S. (2020), *Wine Economics*, MIT Press, Cambridge (MA), Chapter 5.
- Corsinovi P., Gaeta D. (2016), *Collective actions within a wine producers' organization: bulk wine price and its drivers*, paper prepared for presentation at the 153th EAAE Seminar: *New dimensions of market power and bargaining in the agri-food sector: Organizations, policies and models*, Gaeta (Italy).
- Lapsley J., Moulton K. (2001), *Successful Wine Marketing*, Aspen Publishers Inc., Boston, pp. 13-36 and pp. 99-114.
- Lockshin L., Rasmussen M. (2000), *The nature and roles of a wine brand*, University of South Australia, Adelaide.
- Jenster P.V. (2008), *The Business of Wine: A Global Perspective*, Copenhagen Business School Press, Copenhagen, Chapter 3, Chapter 6, and Chapter 8 pp. 79-90, pp. 111-128, .
- Quenami-Petrela E., Wolf M., Zuckerman B. (2007), *Generational differences in wine consumption*, Volume 38, N.1, AgEcon.
- Pucci, T. et al. (2018), *The virtuous cycle of stakeholder engagement in developing a sustainability culture: Salcheto winery*, Journal of Business Research, <https://doi.org/10.1016/j.jbusres.2018.11.009>
- Rome Business School, *The Wine Business in Italy: Consumption, Trends, and Growth*, published 10/23/2023, romebusinessschool.com
- Signori P. et al. (2011), *Sustainability through Resilience. The very essence of the Wine Industry*, published in *The Faces of Wine Sustainability*, The 6th AWBR International Conference, Bordeaux.
- Tomazič T. (2017), *The importance of Social Media from the Wine Marketing Perspective*, article published on Lex Localis – Journal of Local Self-Governent, Vol. 15, N. 4.
- Vergamini D., Bartolini F., Brunori, G. (2021), *Wine after the pandemic? All the doubts in a glass*, in *Bio-Based and Applied Economics*, Vol. 10, N.1, pp. 51–71.

- Zanni L., Devigili L., Montezemolo S. (2010), *Managing succession in family business: successful lessons from long-lasting wineries in Tuscany*, in Faroni M., Santini C. (edited by), *Managing the wine business: research issues and cases*, McGraw Hill, New York, pp. 63-86.

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

20% Participation and Assignments

20% Midterm Assessment

25% Final Paper

25% Final Exam

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

9. EXAMS / PROJECTS / ASSIGNMENTS

Midterm Assessment: The instructor will provide students with a task based on the reading materials and topics of the first half of the course.

Final Exam: it will be uploaded on the course website MyFUA and is to be completed by the student at home under exam conditions. This means that:

- The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in current or previous years.
- You may use any publicly available material you want, including books, the internet, etc. However, you are NOT allowed to submit questions to internet discussion groups.
- Use your own words. If you find a solution of a question in a book or online, cite it in your submission and do not copy it as-is. Make changes which demonstrate you understand what you are writing. Plagiarism will be severely penalized.
- You may take as much time as you need to complete the exam. You may start the exam and return to it at a later stage. Note, you will no longer have access to the exam once the deadline has passed.

The completed exam must be uploaded to MyFUA before the deadline. Late submission will be penalized; technical problems will not be accepted as an excuse for late submissions. It is your responsibility to make sure that your computer and internet connection work properly and that the solved exam is uploaded on time.

Exam format:

- 10 open ended questions

The final exam is cumulative.

Final Project: Students will develop a 2500-3000-word paper in which they will conduct a research on ONE of the following topics examined and discussed during the course:

- Wine industry resilience during global economic crises
- Wine tourism and social media trends
- Generational wine consumption behaviors and habits
- Wine bottles as investment assets

Make sure your paper conforms to academic standards in terms of style and register. Your paper must include at least four quotations and/or citations from scholarly books, journals, or articles. Ensure your paper is properly referenced and includes a bibliography. Include a word count at the end of the paper (you may go 10% above or below the word limit).

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

10. COURSE OUTLINE

Lesson 1	
Meet	Piazza della Repubblica
Lecture	<i>Buchette del Vino: A Florentine Tradition</i>
Objectives	<ul style="list-style-type: none">• Gain a comprehensive knowledge of the historical and cultural background of the wine window heritage in Florence• Gain a solid understanding of the social value of wine windows as catalysts for community engagement and gathering• Identify and analyze the main characteristics of wine windows in relation to the urban cityscape
Visit/Lab	<ul style="list-style-type: none">• Via Orsanmichele• Piazza dei Cimatori• Oratorio dei Buonomini, Piazza San Martino• Via Dante Alighieri• Badia Fiorentina, Via del Proconsolo• Wine Windows, Via dell'Oriuolo, n. 13, 19, 36• Wine Windows, Via Pietrapiana, n. 30, 40• Loggia del Pesce, Piazza dei Ciompi• Palazzo Lapi, Via Michelangelo Buonarroti• Piazza Santa Croce• Wine Windows, Via dei Benci, n. 30, 20• Piazza Mentana
Readings/ Assignments	<ul style="list-style-type: none">• Jenster P.V. (2008), <i>The Business of Wine: A Global Perspective</i>, Copenhagen Business School Press, Copenhagen, Chapter 3, pp. 79-90.

	<ul style="list-style-type: none"> Assignment #1 assigned, due by next class meet: The instructor will provide students with a task based on the reading materials and the topics of the lesson.
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Lesson 2	
Meet	Piazza della Repubblica
Lecture	Business in Wine Industry
Objectives	<ul style="list-style-type: none"> Evaluate the dynamics of the global wine market, considering factors such as trade agreements, tariffs, and quotas, as well as the impact of geopolitical events on wine trade flows Investigate the factors that contribute to wine price variation, including production costs, consumer demand, branding, and distribution channels Assess the economic viability of wine businesses under different market conditions, including market fluctuations, competitive pressure and regulatory changes
Visit/Lab	<ul style="list-style-type: none"> Via Roma Via Ricasoli Wine Window, Via de' Pucci, n. 4 Rotonda del Brunelleschi Wine Windows, Via degli Alfani, n. 78R, 82 Enoteca Bussotti, Via San Gallo, n. 16 Via delle Mantellate Via Zara Via Santa Reparata Wine Window, Via delle Ruote, n. 45 Via Santa Caterina d'Alessandria Piazza della Indipendenza
Readings/Assignments	<ul style="list-style-type: none"> Jenster P.V. (2008), <i>The Business of Wine: A Global Perspective</i>, Copenhagen Business School Press, Copenhagen, Chapter 8, pp. 147-170. Rome Business School, <i>The Wine Business in Italy: Consumption, Trends, and Growth</i>, published 10/23/2023, romebusinessschool.com

Lesson 3	
Meet	Piazza della Repubblica
Lecture	Brand Image and Identity in Wine Industry
Objectives	<ul style="list-style-type: none"> Define and differentiate between brand image (i.e. the perceived impression of a brand in the mind of consumers) and brand identity (i.e. the planned and intentional perception that a brand seeks to convey) Appraise the strategic role of branding in the wine industry, examining its ability to differentiate products, create emotional connections with consumers, and establish premium pricing strategies Evaluate various quantitative and qualitative metrics for measuring brand equity, including brand awareness, brand loyalty, brand associations, and perceived quality
Visit/Lab	<ul style="list-style-type: none"> Via Calimala Via Por Santa Maria Ponte Vecchio Piazza Santa Maria Soprarno

	<ul style="list-style-type: none"> • Wine Windows, Via de' Bardi, n. 30R, 31 • Via di San Niccolò • Porta San Niccolò • Giardino delle Rose
Readings/ Assignments	<ul style="list-style-type: none"> • Lockshin L., Rasmussen M. (2000), <i>The nature and roles of a wine brand</i>, University of South Australia, Adelaide. • Assignment #2 assigned, due by next class meet: The instructor will provide students with a task based on the reading materials and the topics of the lesson.

Lesson 4	
Meet	Piazza della Repubblica
Lecture	<p>Wine Windows between the 1630 Black Death and the 2020 Covid-19.</p> <p>Wine Tourism and Economic Sustainability in Wine Business</p>
Objectives	<ul style="list-style-type: none"> • Identify and examine the structural features of wine windows that facilitate the selling of wine during pandemic crises • Analyze and describe the economic and financial outcomes that characterized wine business during the 2020 Covid-19 pandemic • Gain a knowledge on the process of stakeholders' engagement through specific mechanisms, such as adoption and development, co-creation and diffusion, exploitation and contamination • Appraise strategies for promoting environmental and economic sustainability in wine tourism, considering factors such as waste reduction, carbon footprint and impact on urban landscapes
Visit/Lab	<ul style="list-style-type: none"> • Via Calimala • Via Porta Rossa • Gustavino, Via della Condotta • Piazza di San Firenze • Wine Window, Borgo dei Greci, n. 1 • Via de' Bentaccordi • Via Isola delle Stinche • Chiesa dei Santi Simone e Giuda • Via Ghibellina • Wine Window, Via dei Macci, n. 77R • Ganzo, Via dei Macci, n. 85R / Fedora, Via Ricasoli, n. 21
Readings/ Assignments	<ul style="list-style-type: none"> • Wine Tasting at Ganzo/Fedora
	<ul style="list-style-type: none"> • Vergamini D., Bartolini F., Brunori, G. (2021), <i>Wine after the pandemic? All the doubts in a glass</i>, in <i>Bio-Based and Applied Economics</i>, Vol. 10, N.1, pp. 51–71. • FINAL PROJECT OVERVIEW

Lesson 5	
Meet	Piazza della Repubblica
Lecture	Wine Industry Resilience during Global Economic Crises
Objectives	<ul style="list-style-type: none"> • Gain knowledge of the key characteristics of economic crisis, including

	<p>recessions, depressions, and financial panics, considering their underlying causes, macroeconomic indicators, and their impact on various sectors of the economy</p> <ul style="list-style-type: none"> Investigate the price elasticity of demand of wine, examining how changes in price affect consumer demand during economic downturn Evaluate the effectiveness of various pricing strategies, such as value-based pricing, cost-plus pricing, and dynamic pricing, in maintaining profitability during economic crises Analyze the benefits and risks of diversification strategies in the wine industry, including product diversification (e.g., expanding into premium or value-oriented segments), market diversification (e.g., targeting new geographic regions or consumer segments), and channel diversification
Visit/Lab	<ul style="list-style-type: none"> Via dei Brunelleschi Via dei Pecori Via degli Agli Wine Window, Via dei Giacomini Palazzo Larderel Wine Window, Via delle Belle Donne, n. 2 Via del Moro Via dei Fossi Piazza Nazario Sauro Via dei Serragli Via Sant'Agostino Santo Spirito Basilica Palazzo Frescobaldi, Via Santo Spirito
Readings/ Assignments	<ul style="list-style-type: none"> Signori P. et al. (2011), <i>Sustainability through Resilience. The very essence of the Wine Industry</i>, published in <i>The Faces of Wine Sustainability, The 6th AWBR International Conference</i>, Bordeaux. MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	Piazza della Repubblica
Lecture	Wine Windows and Social Media Trends
Objectives	<ul style="list-style-type: none"> Analyze and evaluate the role of social media on wine tourism, examining their impact on consumer behavior, marketing strategies, and cultural trends Investigate the factors that contribute to the popularity of wine windows as subjects for social media content, considering their visual appeal, historical significance and cultural resonance Explore the “secret” wine windows of Florence, diverging from the wine window mainstream routes and focusing on neighborhoods that are less frequented by tourists
Visit/Lab	<ul style="list-style-type: none"> Wine Window, Via Palazzuolo 22 Via di Melegnano Ponte Amerigo Vespucci Piazza Torquato Tasso Via della Chiesa Wine Window, Via delle Caldaie, n. 28
Readings/ Assignments	<ul style="list-style-type: none"> Tomazić T. (2017), <i>The importance of Social Media from the Wine Marketing</i>

	<i>Perspective</i> , article published on Lex Localis – Journal of Local Self-Government, Vol. 15, N. 4.
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Lesson 7	
Meet	Piazza della Repubblica
Lecture	Aristocrats in the Vineyard: Noble Families and the Production of Wine
Objectives	<ul style="list-style-type: none"> Gain a knowledge of the major long-lasting family businesses in the Florentine wine industry, such as Frescobaldi, Marchesi Antinori, and Procacci Gain an understanding of the dynamics of the family wine business model and its subsystem division into “family assets and interests” and “family values and relationships” Identify and examine the characteristics of family businesses in relation to their corporate capital structure and ownership and business economics and management practices
Visit/Lab	<ul style="list-style-type: none"> Via Roma Palazzo Ginori, Via de' Ginori San Lorenzo Basilica Via del Giglio Cantinetta Antinori, Piazza degli Antinori Procacci, Via de' Tornabuoni Ponte alla Carraia Borgo S. Jacopo Palazzo Capponi's wine window, Via de' Bardi
Readings/Assignments	<ul style="list-style-type: none"> Zanni L., Devigili L., Montezemolo S. (2010), <i>Managing succession in family business: successful lessons from long-lasting wineries in Tuscany</i>, in Faroni M., Santini C. (edited by), <i>Managing the wine business: research issues and cases</i>, McGraw Hill, New York, pp. 63-86. Assignment #3 assigned, due by next class meet: The instructor will provide students with a task based on the reading materials and the topics of the lesson.

Lesson 8	
Meet	Piazza della Repubblica
Lecture	Wine Retail Establishments and Wine Business Categories
Objectives	<ul style="list-style-type: none"> Examine the diverse range of wine retail establishments, including traditional wine shops, supermarkets, restaurants, hotels, and online retailers, considering their target markets, products offerings, and pricing strategies Evaluate the complex distribution networks within the wine industry, investigating the roles of wholesalers, distributors, importers, and exporters in connecting producers with consumers
Visit/Lab	<ul style="list-style-type: none"> Via degli Anselmi Colle Bereto, Piazza degli Strozzi Enoteca Bellini, Via della Spada, n. 52R Piazza dell'Unità Piazza del Mercato Centrale Via Panicale

	<ul style="list-style-type: none"> • Wine Window, Via Guelfa, n. 82 • Piazza della Santissima Annunziata • Wine Windows, Via Gino Capponi 10R, 20
Readings/ Assignments	<ul style="list-style-type: none"> • Jenster P.V. (2008), <i>The Business of Wine: A Global Perspective</i>, Copenhagen Business School Press, Copenhagen, Chapter 6, pp. 111-128.

Lesson 9	
Meet	Piazza della Repubblica
Lecture	Fine Wine: An Investment Asset
Objectives	<ul style="list-style-type: none"> • Describe and analyze the value of fine wine bottles as consumption and investment items • Gain a knowledge of the Capital Asset Pricing Model (CAPM) and its application to fine wine market • Gain an understanding of the factors and elements (e.g. gross domestic product growth rate, exchange rates, etc.) that affect asset classes and determine market risk and firm-specific risk
Visit/Lab	<ul style="list-style-type: none"> • Via Pellicceria • Via della Porta Rossa • Wine Window, Via della Vigna Vecchia, n. 7 • Via dei Bentaccordi • Borgo dei Greci • Via Antonio Magliabechi • Lungarno della Zecca Vecchia • Piazza Francesco Ferrucci • Via Giampaolo Orsini • Via Giovanni dalla Bande Nere • Cantina Pacini, Piazza Gualfredotto
Readings/ Assignments	<ul style="list-style-type: none"> • Castriota S. (2020), <i>Wine Economics</i>, MIT Press, Cambridge (MA), Chapter 5. • FINAL PROJECT DUE

Lesson 10	
Meet	Piazza della Repubblica
Lecture	The Shape of Wine: Bottled Wine and Bulk Wine
Objectives	<ul style="list-style-type: none"> • Compare and contrast bottled wine and bulk wine, considering their packaging formats, production processes, and target markets • Investigate the strategies employed by wine producers to create premium bottled wines, including the use of high-quality grapes, innovative winemaking techniques, and refined packaging • Evaluate the diverse applications of bulk wine, inspecting its role in blending, private labeling, and supplying restaurants, bars and other commercial outlets
Visit/Lab	<ul style="list-style-type: none"> • Wine Window, Via del Corso, n. 2 • Wine Windows, Borgo degli Albizi, n. 11, 12, 26, 27 • Borgo La Croce • Piazza Cesare Beccaria

	<ul style="list-style-type: none"> • Wine Lab – Vino Sfuso, Via Gioberti • Piazza Leon Battista Alberti • I' Vino a Scroscio, Via Aretina
Readings/ Assignments	<ul style="list-style-type: none"> • Corsinovi P., Gaeta D. (2016), <i>Collective actions within a wine producers' organization: bulk wine price and its drivers</i>, paper prepared for presentation at the 153th EAAE Seminar: <i>New dimensions of market power and bargaining in the agri-food sector: Organizations, policies and models</i>, Gaeta (Italy).

Lesson 11 Final Exam	
Meet	On course website
Lecture	FINAL EXAM