

		<p style="text-align: center;">SYLLABUS</p>	
---	---	--	--

**PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION
 FLORENCE UNIVERSITY OF THE ARTS
 APICIUS - INTERNATIONAL SCHOOL OF HOSPITALITY**

SCHOOL OF HOSPITALITY
 DEPARTMENT OF RESTAURANT, FOOD AND BEVERAGE MANAGEMENT
COURSE TITLE: WINE COMMUNICATIONS AND MARKETING
COURSE CODE: HP FB WC 380 SECTION:

3 semester credits

1. DESCRIPTION Business and marketing aspects of the wine industry. Students will be

presented with the

following topics: an introduction to communication theory, wine communication, introduction to management and marketing theory, wine marketing, economics of the world wine industry, human resource management.

2. OBJECTIVE

The course is designed for people interested in all aspects of the wine industry, wine marketing and wine education, providing students with both academic knowledge and operational competences and tools.

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

- identify the different segments in the wine market through the adoption of segmentation techniques
- analyze the consumer behaviors and preferences in the segment, in order to characterize the specific target
- perform a structured analysis of a company's Strengths, Weaknesses, Opportunities and Threats
- formulate the correct marketing strategy for a specific category of wine, thus setting the correct price, distribution/retail channels, promotion-communication activity
- apply relationship marketing techniques so to create rewarding interactions with both the sales intermediaries and the consumers
- understand the context of the English-language media (such as magazines, guides, websites) that have a significant influence on the wine market
- assess the role that can be played by the different media in a communication strategy, and plan accordingly
- formulate a press release, for both traditional and social media

Building on the experience of this course, and using the knowledge and tools acquired during the semester, the students will be able to continue the study and practice of wine marketing and communication.

3. REQUIREMENTS

This course has been designed to be accessible to students with no previous exposure to the course subject, although a basic knowledge about wine is preferable.

Lectures are held in English.

Individual study of the notes, the readings, the handouts etc. at home is required after every lecture, at least on a weekly basis. On your lecture schedule you will find information on each meeting's readings: a good pre-reading activity of the material is highly recommended to better follow in-class explanations.

Lectures are interactive and a discussion will follow to every lecture.

At all times cell phones must be turned off (both during lectures and visits).

No eating is allowed in class (with the sole exception of planned wine and food pairing activities during class visits).

A responsible and active class participation is expected at all times and activities.

Please also consider important notes on attendance, participation and assignments (as described in pertinent sections of this Syllabus)

As the course includes a number of wine tasting activities, be also aware of the following specific requirements:

The class advocates and requires a responsible drinking attitude: alcohol abuse during class (including visits) is not admitted and will affect the participation grade and the Final Grade.

Please refrain from wearing any strong perfumes or colognes, as they will interfere with your learning experience as well as that of your fellow students during wine tastings.

Any leftovers cannot be taken out/home.

Students are not allowed to serve themselves.

For a better wine tasting experience we suggest to not have any beverage, except water, before and during the lessons.

4. METHOD

The course will combine lectures, slides, audio-visual material, discussions, personal research, wine tastings, students' oral presentations, class readings, visits, fieldtrips, seminars. Case studies and exercises will be used whenever necessary. Some classes may involve the special contribution of guest lecturers from the wine business.

Lessons require and reward active participation and are structured to favor critical debate and open discussion. This means that you contribute to class discussions by relating your experiences, asking questions, and making comments appropriate to the topics being discussed. Students will be assigned readings (in the textbook and handouts) which will be discussed during a given class period. In order for the discussions to be meaningful, each student must come to class fully prepared to discuss the assigned reading and to make meaningful comments. Since participation plays a role in your final grade, it is essential that you have not only read the assignment, but have drawn conclusions of your own from the reading. You will present those conclusions during class discussions.

Students will also be engaged in cooperative learning activities, such as a group project that will take place during the first part of the semester.

The course will also include simulations and other role-playing exercises to allow the students to experience some of the challenges faced by wineries and professionals of the wine trade.

These exercises are designed to encourage critical and lateral thinking, individual research on specific wine-related topics and personal reinterpretation of the methods studied in class. These

exercises also provide the basis for the final project, a marketing/communication strategy for the simulated winery that each student has been developing since the first weeks of class.

Instructor's note:

Today, the quality of the product wine is not by itself a guarantee of high levels of sales: a competent and structured approach towards wine marketing and communication is essential to compete in a globalised, fast changing market environment.

This course provides a basic knowledge of wine marketing, presenting the tools for the development of a strategic approach, and focuses on the importance of communication and promotional activities for fine wines. During the semester, students will be given an overview of the major challenges that quality wineries face today, with specific regard to Tuscany and other important Italian wine-making regions.

The first part of the course will cover the following aspects: analysis of product, price, place, promotion. Positioning and marketing strategy formulation. The value of consumer and market research. The branding process, with the definition of corporate and product identity. Packaging. Analysis and selection of markets to be targeted and distribution/retail channels.

The second part of the course will focus on the importance of communication and promotion strategies, covering the following aspects: role of wine magazines, guidebooks, and other traditional media. The web 2.0 revolution and the increasing importance of relationship marketing. Direct sales, wine events, wine tourism. Crisis and scandals. New trends and evolving topics: the rediscovery of terroir, sustainable viticulture and winemaking.

Educational Learning Environment & Teaching Method

All courses are based on experiential learning through our academic components at Ganzo - School Creative Learning Lab Restaurant and the many events which are part of our curriculum. All courses include hours of experiential learning with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community.

In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential

learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management. The

innovative teaching method guarantees successful results and the accomplishment of learning objectives and outcomes for all students. Lectures are not separated from practice-based teaching. We believe in action. The instructor/educator acts as the students' mentor and

becomes the model and inspiration for student learning.

5. TEXT BOOK AND ACADEMIC RESOURCES

COURSE TEXTBOOK Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market, San Francisco: The Wine Appreciation Guild; 2nd edition, 2010

Each student must have and study the textbook for the successful completion of the course. Further material, handouts and notes will be made available to all students on myfua.fua.it during the semester

FURTHER SUGGESTED READINGS

Wine Marketing

C. Michael Hall and Richard Mitchell, Wine Marketing, a Practical Guide, Butterworth-Heinemann, 2008

Evelyn Resnick, Wine Brands: Success Strategies for New Markets, New Consumers and New Trends, Palgrave MacMillan, 2008

Kirby Moulton and James Lapsley (edited by), Successful Wine Marketing, Aspen Publishers, 2001

C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis (edited by), Wine Tourism Around the World: Development, Management and Markets, Oxford ; Boston : Butterworth - Heinemann, 2002

Wine: General information & reference

Jancis Robinson, The Oxford Companion to Wine, Oxford University Press, 2006

Hugh Johnson and Jancis Robinson, The World Atlas of Wine, 5th edition, Mitchell Beazley 2001

Steven Koplan, Brian H. Smith and Michael A. Weiss, Exploring Wine, 2nd edition - The Culinary Institute of America's Complete Guide to Wines of the World, New York: J. Wiley 2002

Robert W. Small and Michelle Couturier, Beverage Basics: Understanding and Appreciating Wine, Beer, and Spirits, Hoboken, N.J. : Wiley 2011

Wines of Italy

Nicholas Belfrage, The Finest Wines of Tuscany and Central Italy, University of California Press, 2010 (**Highly recommended)

Burton Anderson, The Wines of Italy: 10th edition, Italian Trade Commission, 2010, available for free download on Google Books, <http://www.google.com/books?id=wk0kARccbWQC&hl=it>

Joseph Bastianich and David Lynch, Vino Italiano - The Regional Wines of Italy, Clarkson Potter, 2005

Wine History

Johnson, Hugh, The Story of Wine, Mitchell Beazley 2006

Brook, Stephen (ed.), A Century of Wine: the Story of a Wine Revolution, Mitchell Beazley 2000

Marketing and Brand Management

Kevin Lane Keller, Tony Apéria, Mats Georgson, Strategic Brand Management : A European Perspective, 2nd edition, Harlow, England : New York : Financial Times/Prentice Hall, 2012

The school library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Please note that the library is consultation only and thus it is not possible to remove texts. It is possible to make photocopies.

6. VISITS - TRIPS

Novisits,arescheduledfor this class

7. MATERIAL LIST

N/A

8. ADDITIONAL FEES

In addition to the textbooks, students will be responsible to pay for all museum/site visit entries and reservation costs as well as any materials or supplies (ex food, wine for instruction) necessary for the successful completion of the course. Students will be informed on the first day of class of the exact amount for the above by the instructor.

Some mandatory fieldtrips or visits may be included at an extra cost (details paragraph #6)

In addition students may be required to leave a deposit for equipment that will be loaned to them during the semester. The deposit will be returned at the end of the course, provided the equipment has been returned in the same condition it was loaned.

9. EVALUATION AND GRADING SYSTEM

Final Grade Breakdown 10% Attendance

25% Class Participation

35% Final Exam

30% Student Project: Paper and Presentation

Please note that a detailed explanation of the above is found in Section #11 (Assignments, Term Papers and Exams).

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 AND PARTICIPATION

Attendance:

Institutional Attendance Policy: Academic integrity and mutual respect between instructor and student are central to a positive and productive learning experience. This belief is reflected in the attendance policy. Attendance will be taken at the start of every class. Attendance is mandatory for all class meetings. Absence from class will negatively impact the final grade.

One to Two Absences: Will result in lowering of the Participation and Final Grade as per the grading system.

Three Absences: Will result in the final grade being lowered one full letter grade.

(Example 90% / A – will become 80% / B -)

Four Absences: Will result in an “automatic failure”. It is always the student's responsibility to know how many absences they have in a course. If you are in doubt, talk to your instructor!

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.

Participation:

A positive grade in participation will be the result of contribution to class discussions, cooperation during group work, active involvement in winery simulation exercises and completion of homework assignments.

11. ASSIGNMENTS, TERM PAPERS AND EXAMS

NOTE: Remember that the date and time of the exams cannot be changed for any reason, so please organize your personal schedule accordingly.

Final exam

The final exam count for a total 35% of the final course grade.

Exam Format and Evaluation:

The Final Exam is cumulative and it is divided into three sections:

I.Short-answer questions (4) (Students will have to answer with concise explanations, main ideas, key words and names). Each question is worth a maximum of 5 points (summing up to 20 points in case of 4 perfect answers)

II.Multiple choice and/or True/False questions (10) Each correct answer is worth 2 points (summing up to 20 points in case of 10 correct answers)

III.Essay questions (3). Each correct and complete answer is worth a maximum of 20 points. (summing up to 60 points in case of 3 perfect answers)

Final Project:

The final student project counts 30% of the final course grade.

The student project consists in the carrying out of a marketing/communication strategy for a wine estate created through class simulation, and is comprised of a short paper (60% of project grade, i.e. 12% of final grade) and an in-class student presentation (40% of project grade, i.e. 8% of final grade).

With this project students complete the winery simulation (ongoing throughout the semester) by providing a structured analysis and strategy, and integrating a revised version of all the previous assignments related to the project. Both paper and presentation should cover and motivate the choices regarding product, price, placement and promotion taken by the students about a “real” wine estate.

Assignments

Front of the house shifts are mandatory in order to successfully complete the course. See attached schedule.

Career students: two shifts a week.

Semester students: one shift a week.

IMPORTANT - Due to FUA *Agreen policy* students don't need to print assignments. Assignments must be uploaded accessing myfua.fua.it and choosing the course dedicated folder. Every delay or missing file will negatively impact the final evaluation.

12. LESSON PLAN

Lesson 1

Meet	in Class
Presentation of the course	Class organization & syllabus review
Lecture	Introduction to the product "Wine" Introduction to the wine tasting: conditions and different phases Legislation & Wine Label Terminology: read and understand a Wine Label Describe and explain the European Wine Regulations Introduction to the world of wine and wine marketing
Objectives	Understand the characteristics of the product
Reading assignments	ROBERT W. SMALL; "Understanding and appreciating wine, beer and spirits"; John Wiley & sons; Appendix 2 pg. 380- 395

Lesson 2

Meet	In Class
Lecture	Basic Wine Marketing Principles
Objectives	Wine consumers Today Identify how to select an appropriate niche and position Evaluate a marketing strategy Asses how to take decisions to move forward Analyze types of research needed for effective marketing research Differentiate different wine-consumer market segments Formulate tips on conducting market research
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 1 - 2

Lesson 3

Meet	In Class
Lecture	Wine Branding Wine Advertising and promotion
Objectives	Wine Branding Identify position and competitive set Asses 7 steps of the positioning process Perform SWOT analysis

	Formulate strategies for competing within a category Identify how brand strategy springs from the positioning defining process Wine Advertising and promotion Characterize the medium of advertising Analyze pros and cons of advertising Formulate tips for the small winery Evaluate the alternative pathways of ad message
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 3-4
Note	Definition of topics for the student project

Lesson 4

Meet	In Class
Lecture	Wine Packaging and Labels. A brief history of wine labels.
Objectives	Define modern wine packaging Categorize governmental regulations Formulate ideas for making your labels more attractive Identify the best time for a new face and how to make it happen Design what future packages might look like – alternative packaging
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 6

Lesson 5

Meet	In Class
Lecture	Wine Public relations
Objectives	Identify reviews the various public relations audiences and what works with this audiences Analyze working with media, developing press kits Compare new electronic media List PR and distributors, retailers, restaurateurs, and winery employees Demonstrate how to write a press release Assess how to measure the results of your PR efforts
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 7

Lesson 6

Meet	In Class
Lecture	Wine Budget and pricing
Objectives	Formulate to construct a wine marketing budget List the 4 methods of determining the size of a marketing budget Identify issues associated with raising and lowering prices List the 10 most important questions in budgeting Formulate tips for putting together a successful wine mkt budget
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 8

Lesson 7

Meet	In Class
Lecture	MIDTERM EXAM

Lesson 8

Meet	No Class – Midterm Break
-------------	---------------------------------

Lesson 9

Meet	In Class
Lecture	Establishing a Tasting room Wine Sales and Distribution Management
Objectives	Characterize the various types of tasting rooms Provide the steps for establishing a successful tasting room, increasing brands awareness and revenue recognize how to get the attention of distributors Assess how select the most appropriate distributors Assess how work effectively with your distributors Formulate how to develop effective sales support
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 10-11

Lesson 10

Meet	In Class
Lecture	Selling wine to restaurants and retailers Wine Tourism
Objectives	Selling wine to restaurants and retailers Describe how wine is sold in common retail situations Compare low margin/high volume vs. high volume/low margin volume business strategies Analyze pricing, promotion, service, and operations strategies in retail settings Wine Tourism Analyze the target audience and reach them with a message tailored to them Formulate how to work with other wineries and regional interests to develop a broad approach to tourism Assess how to build a tasting room strategy that promotes the best possible wine sales Assess how to develop practical steps for instituting or expanding wine tourism in your wine region
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 13-14

Lesson 11

Meet	In Class
Lecture	Strategies for wine Exporting and Importing Wines
Objectives	Analyze current exporting statistics Identify decision points to help you decide if exporting is right for your winery

	Identify the steps required to export and tips for working with foreign partners List real-world example of a winery exporting saga Assess how to import wine into the US
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 15

Lesson 12

Meet	In Class
Lecture	Repositioning And Turnarounds
Objectives	Identify tell-tale signs of a pending crisis Assess the crisis Describe how to implement 5 major steps of a crisis management and what to do with excess inventory Describe how communicating with all key stakeholders Formulate tips on when to consider an exit strategy
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 16

Lesson 13

Meet	In Class
Lecture	Evolving topics
Objectives	Design long-term company strategy Create future product mixes, wine styles, and releases Organize allocations and your winery library
Reading Assignments	COURSE TEXTBOOK: Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 17

Lesson 14

Meet	In Class
	Final Review Student Project Presentations

Lesson 15

Meet	In Class
	FINAL EXAM

ALTERNATIVE LESSON: In the case of the instructor's absence, a substitute will carry out a pre-prepared alternative lesson during the regular course time.