

**AUF***The American  
University of Florence***SYLLABUS**Rev. 8  
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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 HOSPITALITY / FOOD AND WINE STUDIES / INTERNATIONAL SCHOOL OF BUSINESS****DEPARTMENT OF RESTAURANT, FOOD, AND BEVERAGE MANAGEMENT / WINE EXPERTISE / MARKETING****COURSE TITLE: WINE COMMUNICATIONS AND MARKETING****COURSE CODE: HPFBWC380 / FWWWC380 / BUMKWC380****3 semester credits****1. DESCRIPTION**

This course focuses on the business and marketing aspects of the wine industry. Students will consider and analyze wine marketing including an introduction to communication theory, wine communication practices and trends, introduction to management and marketing theory, wine marketing strategies, and economics of the wine world industry.

Course topics also cover distribution channels and sales strategies according to laws and regulations of each country, consumer demand and responsible drinking issues. Students will be able to identify the various career paths in the wine business according to their inclinations and personal skills.

**2. OBJECTIVES**

The aim of the course is to understand the business of the wine industry by evaluating the wine markets and the suitable strategies companies need to choose for the promotion of their products. Wine tastings may occur in order to better understand the connections among wine style and its taste, as well as the label profile and the related marketing strategy.

Upon successful completion of this course, students will:

- Understand the business and the marketing of the wine industry in a global market.
- Identify wine communication and marketing strategies and how to put them in practice.
- Critically assess the different segments in the wine market through segmentation techniques.
- Analyze consumer behaviors and preferences 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 appropriate price, distribution/retail channels, promotion-communication activity.
- Gain knowledge on Sales strategy, Distribution channels and regulations in a variety of countries in the world.
- Evaluate changes in wine business and the possible career paths following the recent trends.

**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):

M. Hall – R. Mitchell - **Wine Marketing, A Practical Guide** - Routledge, New York 2012

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

## FURTHER READINGS

B. McGechan “Wine Marketing Online” Wine Appreciation Guild, San Francisco 2013

Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market, San Francisco: The Wine Appreciation Guild; 3<sup>rd</sup> edition, 2010

Evelyne 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

Peter Sauders, Wine Label Language, Firefly Books 2005

## LIBRARY

Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research:

<https://www.auf-florence.org/Library/the-library/>

## 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

30% Assignments

20% Midterm Assessment

20% Final Exam

20% Paper/Project

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.auf-florence.org/standard\\_regulation](https://catalog.auf-florence.org/standard_regulation)

## 9. EXAMS / PROJECTS / ASSIGNMENTS

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

### Midterm Assessment

Students are asked to analyze a wine assigned by the teacher focusing on marketing and communication factors: production area, style of wine, brand positioning, label profile, price range, competition market, target market, sales and distribution strategies. Detailed guidelines will be provided on the course website. *The time and date of assessment submission cannot be changed for any reason.*

### Final Paper

Format: topic, length, guidelines, and due date will be provided on the course website. Topics will be presented during the lesson prior to the final exam.

### Final Exam

Format: the exam may include a combination of short-answer and essay questions.

For exam time, date and guidelines please consult the course website.

*The time and date of the exam cannot be changed for any reason.*

## 10. COURSE OUTLINE

<b>Lesson 1</b>	
<b>Meet</b>	In class
<b>Topic</b>	Definition of “wine” and “wine marketing” in a global market. The international business environment of wine: global trade, competition, stakeholders. Social and cultural trends in wine business. Legislation & Wine Label Terminology: read and understand a Wine Label. European Wine Regulations.
<b>Objectives</b>	Learn about business trends: from a production-driven to a market-driven approach. Gain knowledge on the new experiential approach to wine. Critically assess New & Old World wine markets in terms of wine consumption. Understand the international nature of the business of wine. Identify the key factors influencing international wine market competitiveness. Critically assess the general context of the wine market like demographic structure, economic conditions, legislation, culture, technology. Gain confidence in the Terroir-driven approach of EU Wine Classification Systems.
<b>Readings/ Assignments</b>	Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012, Chapter 1 A practical approach to wine marketing pp. 1-26, Chapter 2 The international business environment of wine pp. 35-80 Assignment #1 assigned, due by next lesson.

<b>Lesson 2</b>	
<b>Meet</b>	In class
<b>Topic</b>	From the 4 Ps of Marketing to the 8 Ps of Wine Marketing: how the wine industry is changing in a global market. The tangible and intangible dimensions of wine production. Sustainable wine practices as sustainable marketing tools.

<b>Objectives</b>	<p>Understand how people in the industry can make the difference.</p> <p>Critically assess the importance of marketing plans and strategies in wine business.</p> <p>Be introduced to wine positioning.</p> <p>Understand how sustainability in wine business creates short-term incentives in selling wines and long-term incentives in reducing pests/diseases and improving soil quality.</p> <p>Critically assess the link between production processes and decisions and marketing implications.</p>
<b>Readings/ Assignments</b>	<p>Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012 Chapter 1 A practical approach to wine marketing, pp. 26-33</p> <p>Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012 Chapter 3 Adding value to wine, pp. 83-109</p>

<b>Lesson 3</b>	
<b>Meet</b>	In class
<b>Topic</b>	<p>Understand wine consumers and their behaviors: different types of wine consumers for different types and styles of wine.</p> <p>Wine marketing to younger generations.</p> <p>Marketing tools: the SWOT analysis in wine business</p>
<b>Objectives</b>	<p>Understand how to differentiate wine consumers and move to a correct market segmentation.</p> <p>Critically assess the differences among wine generations.</p> <p>Gain knowledge on the generational role for long-term marketing strategies</p>
<b>Readings/ Assignments</b>	<p>Costellation Brands Segmentation Study: Motivations, Behaviors of Today's Wine Consumers <a href="https://www.winebusiness.com/news/?go=getArticle&amp;dataid=134683">https://www.winebusiness.com/news/?go=getArticle&amp;dataid=134683</a></p> <p>B. McGechan “Wine Marketing Online” Wine Appreciation Guild, San Francisco 2013 Chapter 2 Customers, pp. 29-53</p> <p>Assignment #2 assigned, due by next lesson.</p>

<b>Lesson 4</b>	
<b>Meet</b>	In class
<b>Topic</b>	<p>Wine Branding: positioning and competitive set.</p> <p>Brand Identity and Brand Image: how to create a correspondence.</p> <p>The Blue-Ocean Strategy.</p> <p>Final Paper/Presentation overview.</p>
<b>Objectives</b>	<p>Identify what a brand is for a wine company and for a consumer.</p> <p>Apply the Blue-ocean strategy to wine marketing.</p> <p>Get confident with the ideas of brand prestige and authenticity.</p>
<b>Readings/ Assignments</b>	<p>Case study: The Yellow Tail <a href="http://www.yellowtailwine.com">www.yellowtailwine.com</a></p> <p>The Blue Ocean Strategy <a href="http://www.blueoceanstrategy.com">www.blueoceanstrategy.com</a> W. Chan Kim and Renée A. Mauborgne Harvard Business Review</p> <p>B. McGechan “Wine Marketing Online” Wine Appreciation Guild, San Francisco 2013 Chapter 5 Company-The Winery, pp. 101-139</p>

<b>Lesson 5</b>	
<b>Meet</b>	In class
<b>Topic</b>	<p>Wine Sales and Distribution.</p> <p>The 3-Tier System in the USA and the Italian model.</p> <p>From supply chain to value chain: the role of consistent messaging in wine marketing.</p> <p>Selling wine to restaurants and retailers: low margin/high volume vs. high volume/low margin volume business strategies.</p> <p>The role of intermediary: agent and broker.</p>
<b>Objectives</b>	<p>Learn about the different key players in the wine pipeline.</p> <p>Critically assess the historical, economic and cultural event of Prohibition on American wine culture.</p> <p>Gain knowledge on basic sales strategies depending on different retailers.</p> <p>Understand the critical role that intermediaries play for wineries.</p> <p>Appreciate the importance of relationship marketing in the producer–intermediary–retailer value chain.</p>
<b>Readings/ Assignments</b>	<p>Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 10-11</p> <p>Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012 Chapter 5 The role of intermediaries, pp. 145-158</p> <p>B. McGechan “Wine Marketing Online” Wine Appreciation Guild, San Francisco 2013 Chapter 4 Company-Wine Retailer, pp. 65-99</p> <p>Midterm Assessment assigned, due prior to next lesson.</p>

<b>Lesson 6</b>	
<b>Meet</b>	In class
<b>Topic</b>	<p>Direct Sales: Cellar Door, Wine Club, E-commerce.</p> <p>Developing trends in wine sales and retail.</p> <p>How to create memories: direct experience and storytelling.</p>
<b>Objectives</b>	<p>Appreciate the value of the cellar door as a marketing tool and how to maximize cellar door sales.</p> <p>Understand how the cellar door can be used as a tool for building a winery’s brand, post-visit purchases and brand loyalty.</p> <p>Critically assess what is a wine club and how to involve new members.</p> <p>Gain knowledge on wine e-commerce, how it works and performs in a global market.</p>
<b>Readings/ Assignments</b>	<p>Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012 Chapter 4 pp. 113-141</p>

<b>Lesson 7</b>	
<b>Meet</b>	In class

<b>Topic</b>	Retailing: the different categories of wine retailer and their relative advantages and disadvantages to wine producers. The influencing of large supermarket chains on wine retailing and consumer's choice. The State monopoly retailers and the duty-free shops. Wine in restaurants.
<b>Objectives</b>	Critically assess on-premise and off-premise retailers. Identify the relationship between the kind and size of retailers and the types of wines and brands. Get confident with a wine list, its role to support the menu, the additional value it plays for restaurateurs.
<b>Readings/ Assignments</b>	Textbook: M. Hall – R. Mitchell "Wine Marketing, A practical Guide" Routledge, New York 2012 Chapter 6 Retailing, pp.160-179 Textbook: M. Hall – R. Mitchell "Wine Marketing, A practical Guide" Routledge, New York 2012 Chapter 7 Licensed premises, pp. 188-205 Assignment #3 assigned, due by next lesson.

<b>Lesson 8</b>	
<b>Meet</b>	In class
<b>Topic</b>	Wine Communication: advertising, endorsements, reviews, social media, fairs and events. What to communicate and how in the evolving business of the wine industry.
<b>Objectives</b>	Understand some of the issues surrounding advertising for wine, the different forms of media, contemporary wine communication. Understand the role that media formats play in wine marketing. Understand the role critics, medals, awards and wine shows in wine marketing. Understand the different strategies available to wineries vs wine expos/shows. Examine the increasing significance of new media in wine marketing. Analyze different market segment reactions to the influence of media & critical acclaim. Understand the power of social media marketing in wine business. Apply approaches to storytelling, word of mouth and sharing. Apply how to deal with negative reviews.
<b>Readings/ Assignments</b>	The Sideways effect (Textbook pp. 254-256)

<b>Lesson 9</b>	
<b>Meet</b>	In class
<b>Topic</b>	Wine Packaging and Labels: definition and description of modern wine packaging, governmental regulations, ideas for making labels more attractive – limited editions. Marketing strategy in alternative packaging.
<b>Objectives</b>	Understand how the wine label addresses a message to consumers about brand Learn about the importance of labels for a consumer's loyalty Critically assess mandatory information on wine label and back label
<b>Readings/ Assignments</b>	Paul Wagner, Janeen Olsen and Liz Thach, Wine Marketing and Sales: Success Strategies for a Saturated Market – Chap. 6

<b>Lesson 10</b>	
<b>Meet</b>	In class
<b>Topic</b>	Wine tourism and hospitality: the value of cooperative marketing for wineries, wine regions and countries. Wine market forecast: trends and issues in consumption and production behaviors. Final presentations.
<b>Objectives</b>	Understand the value of cooperation with complementary industries such as tourism. Appreciate the value of place in the branding of wine and how cooperation can develop and enhance a sense of place.
<b>Readings/ Assignments</b>	Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012 Chapter 10 Marketing Cooperation, pp. 259-294 Textbook: M. Hall – R. Mitchell “Wine Marketing, A practical Guide” Routledge, New York 2012 Chapter 11 To market to market, pp. 295-308

<b>Lesson 11</b>	
	FINAL EXAM