



MK 325 MARKETING ITALIAN WINE AND FOOD

IES Abroad Siena

DESCRIPTION:

The course invites students to apply marketing principles to Italian wine and food businesses through the use of local case studies. This course teaches students about the Italian agri-food system's functions and structure; the components of the marketing mix; strategies for positioning products; and the effectiveness of different marketing strategies adopted by food and wine businesses. By using case studies in Tuscany and the province of Siena, students will be able to apply the principles discussed to businesses around the world and will also gain a better understanding of Italy, Italians, and their relationship with the local produce.

We will also discuss strategic marketing issues related specifically to organic products, wine routes and agritourism enterprises, and we will consider the role of the European Union and its policies' impact on wine and food marketing by examining the "typical" products recognized by the EU given the designation of PDO (Protected Designation of Origin), PGI (Protected Geographical Indication), and TSG (Traditional Specialty Guaranteed).

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

METHOD OF PRESENTATION:

- Lectures (including PowerPoint presentations)
- Student presentations
- Seminar discussions

REQUIRED WORK AND FORM OF ASSESSMENT:

- Active class participation and class discussion – 10%
- Written midterm exam in a form of quiz – 25%
- Moodle activities – 25%
 - Find an article or website which describes a marketing strategy for a food or wine product in Italy. Post a link to this article in Moodle and explain how it relates to the topics covered in the class. Each student must comment on at least one other student's forum post. – 15%
 - Moodle quizzes after the field-trip: after Amiata field-trip students will have up to 5 days to answer a quiz based on the companies visited and their marketing strategies. – 10%
- Marketing strategy group project – 40% [FINAL EXAM]
 - For this project, students will create a marketing plan for a company they choose (written approval -email- by the teacher is needed. Please send an email with the main information of the company you have chosen).
 - In small groups of 3/4 components (which need to be communicated via email to the teacher), students will acquire information of the chosen real company using internet and/or the insights they have learned from case studies or during field visits. Using these information and the strategic marketing principles learned in class, each group will create a marketing plan which will include the following components:
 - SWOT Analysis (strengths, weaknesses, opportunities, threats)
 - Analysis of the target consumers and current market trends
 - Recommendations for branding and positioning the product
 - Proposed steps and timeline for implementing the market planThe final paper presenting this plan should be 1,500 – 2,000 words. – 15%
 - 20-minute in class presentation of the marketing strategy with accompanying slideshow. – 25%

A delay in turning in the paper/writing assignments will result in a lowering of your grade on the paper/writing assignments by a half grade the day after the due date and 2% for each following day.

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LEARNING OUTCOMES:

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

- Describe key concepts and activities that comprise strategic marketing management in the food and wine sector
- Assess and interpret the efficacy of various marketing strategies
- Explain how consumer behavior should impact a marketing strategy
- Demonstrate a basic theoretical knowledge of the Italian agri-food system
- Apply theories and practical tools of marketing management to real-life situations
- Identify guidelines for territorial marketing of wine & food products and agri-food businesses within Italy and the EU
- Use appropriate technical language related to marketing

ATTENDANCE POLICY:

Successful progress of the program depends on the full cooperation of both students and faculty members: regular attendance and active participation in class are essential parts of the learning process. Attendance at and participation in all class meetings are required. More than TWO unjustified absences (that are not medically excused with a written certificate of the doctor or caused by serious sudden family and/or personal occurrences, as for example death of a family member) will result in a lowering of your grade by two percentage points for every unexcused absence.

CONTENT:

Week	Content	Assignments
1	Introduction to the agri-food system <ul style="list-style-type: none"> • The concept • The economic sector • The component of the agri-food system (farming, manufacturing, distribution, etc.) • The evolution, with specific focus on Tuscany 	<ul style="list-style-type: none"> • Required reading: Chapter 2 “Changing agri-food systems in Western countries: a marketing approach”, pp. 17-56, Jongen, W., Meulemberg, M., <i>Innovation in Agri-food Systems</i>: Wageningen Academic Publishers, 2005 • Recommended reading: Chapter 4 “Localized quality in Tuscany”, pp. 89-108, in Morgan, K., et al., <i>Place, Power, and Provenance in Food Chain</i>: Oxford University Press, 2008
2	Principles of marketing <ul style="list-style-type: none"> • Definition of marketing • Needs, wants, demands, products, value and satisfaction, exchange and transaction, markets and marketers • Marketing management • Strategic marketing planning 	<ul style="list-style-type: none"> • Required reading: Chapter 1 “Marketing: Creating and Capturing Customer Value”, Kotler, P., Armstrong, G., <i>Principles of Marketing</i>: Cambridge University Press, 2016 (16th ed.) • Recommended reading: selected parts of Kohls, R.L., Uhl, J.N., <i>Marketing of Agricultural Products</i>: Prentice Hall, 2001 (9th ed.)
3	Analyzing the marketing environment <ul style="list-style-type: none"> • Analysis of the marketing environment • Concept and methodology of market research • Information analysis and interpretation techniques 	<ul style="list-style-type: none"> • Required reading: Chapter 4 “Collecting and Analyzing Marketing Information” and Chapter 5 “Developing Competitive Advantage and Strategic Focus”, Farrell, O.C., Hartline M., <i>Marketing Strategy</i>: South-Western, 2011

		<ul style="list-style-type: none"> Recommended reading: Mitchell, R., Hall, C.M., “Consuming places: Food tourist consumer behavior”, in C.M. Hall & al., <i>Food tourism around the World. Development, management and market</i>: Routledge, 2003
4	<p>Marketing strategically to the consumer</p> <ul style="list-style-type: none"> Consumer behavior Qualities of the consumer Segmentation and targeting 	<ul style="list-style-type: none"> Required reading: Chapter 6 “Customers, Segmentation, and Target Marketing”, Farrell, O.C., Hartline M., <i>Marketing Strategy</i>: South-Western, 2011 Recommended reading: Lockhin L., “Consumer purchasing behavior for wine: what we know and where we are going”, Working paper, Bordeaux Ecole de Management, 2003
5	<p>Marketing mix for food and wine businesses The marketing 4P’s (product, price, placement, promotion)</p> <ul style="list-style-type: none"> Product – concept, classifications, attributes/benefits, differentiation, quality, perception of the quality of products with protected designation of origin, life cycle of the product, role of packaging; Price – the mechanism of the price formation, the actors that influence pricing decisions, the determinant of pricing policies, example of pricing strategies; Placement – the channel of distribution of food products, dimension of integration, wholesale distribution and retail trade, the modern distribution, the commercial brand/private label, the direct sale of agricultural products; Promotion – promotion process, elements and variables of the communication mix, advertising, communication in direct marketing. 	<ul style="list-style-type: none"> Required reading: Part 3 (Chapter 8-10-12-14) “Designing a customer value-driven strategy and mix”, Kotler, P., Armstrong, G., <i>Principles of Marketing</i>: Cambridge University Press, 2016 (16th ed.) Recommended Reading: Selected parts of Kohls, R.L., Uhl J.N., <i>Marketing of Agricultural Products</i>, New Jersey: Prentice Hall, 2001
6	<p>Marketing implementation</p> <ul style="list-style-type: none"> Strategic issues Marketing implementation approaches Control and evaluation of marketing activities Customer relationship and customer satisfaction 	<ul style="list-style-type: none"> Required reading: Chapter 2 “Strategic marketing planning”, Chapter 11 “Marketing Implementation and Control”, Chapter 12 “Developing and Maintaining Long-term Customer Relationships”, Farrell, O.C., Hartline M., <i>Marketing Strategy</i>: South-Western, 2011 Recommended reading: Chapter 3 “Ethics and Social Responsibility in Marketing Strategy”, Farrell, O.C., Hartline M., <i>Marketing Strategy</i>: South-

		Western, 2011
7	<p>A focus on experiential marketing</p> <ul style="list-style-type: none"> • Introduction to the experience economy • Experiential marketing issues • Experience-based tourism 	<ul style="list-style-type: none"> • Required reading: Lemmi, E. & Siena Tangheroni, M., “The experience-oriented tourism in Tuscan rural areas”, <i>European Journal of Tourism, Hospitality and Recreation</i>, 4, pp. 47-68, 2013; Pine, J., Gilmore, J., “Welcome to the experience economy”, <i>Harvard Business Review</i>, 76(4), pp. 97-105. • Recommended reading: Hamouda, M., Gharbi, A., “The Postmodern Consumer: An Identity Constructor?”, <i>International Journal of Marketing Studies</i>, 5(2), pp. 41-49, 2013
8	<p>Revision and mid-term exam</p> <p>If students have any doubt, the first two hours of the week are dedicated to a revision of the concepts analyzed in the first part of the course. If students don't need a follow-up, the lecture will continue with the program of the course. The mid-term exam is scheduled on March 14 and it will be a multiple-choices quiz, a comprehensive in-class test of two hours about key concepts of marketing.</p>	
9	<p>Territorial marketing and tourism</p> <ul style="list-style-type: none"> • The brand • Territorial marketing • Tourism and agri-tourism • Food and wine tasting route 	<ul style="list-style-type: none"> • Required readings: Capatti, A., “Educating tourists in the art of gastronomy and culture in Italy”, in OECD, <i>Food and the Tourism Experience (pp.75-87)</i>: OECD Publishing, 2012; Antonioli Corigliano, M., “The route to quality: Italian gastronomy networks in operation”, in A. M. Hjalager & G. Richards (Eds.), <i>Tourism and gastronomy</i> London: Routledge, 2002 • Recommended readings: Fonte, M., “Knowledge, food and place. A way of producing, a way of knowing”, <i>Sociologia Ruralis</i>, 48(3), pp. 200-222, 2008; Bessiere, J., “Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas”, <i>Sociologia Ruralis</i>, 38, pp. 21-34, 1998; Charters, S., Ali-Knight, J., “Who is the wine tourist”, <i>Tourist Management</i>, 23, pp. 311-319, 2002

11	<p>The European Union and the agri-food products</p> <ul style="list-style-type: none"> • Concept of protected designation of origin (PDO), protected geographical indication (PGI), and traditional specialties guaranteed (TSG) • EU legislation about PDO and POGI and objectives of the legislation • The organization of the PDO/PGI system 	<ul style="list-style-type: none"> • Required reading: Belletti, G., <i>et al.</i>, “The roles of geographical indications in the internationalization process of agri-food products”, pp. 201-222; Mora, C., Menozzi, D., “International marketing and trade of protected designation of origin products”, pp. 61-82, in Canvari, M., <i>et al.</i>, <i>International marketing and trade quality food products</i>: Wageningen Academic Publishers, 2009 • Recommended Readings: Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs.
12	<p>Presentation of the project works and final discussion</p>	

REQUIRED READINGS:

Course-packet (including the following texts):

- Canvari, M. (*et al.*), International marketing and trade of quality food products. Wageningen: Wageningen Academic Publishers, 2009
- OECD, Food and the tourism experience: the OECD-Korea Workshop, OECD Studies on Tourism: OECD Publishing, 2012 (<http://goo.gl/xENCh2>)
- Farrell, O.C., Hartline M., Marketing strategy. Mason: South-Western, 2011
- Genadinik, A., Marketing Plan Template & Example: How to write a marketing plan: CreateSpace Independent Publishing Platform, 2016
- Hailager, M., Richards, G., Tourism and Gastronomy: London, Routledge, 2002
- Joangen, W., Meulemberg, M., Innovation in Agri-food System. Wageningen: Wageningen Academic Publishers, 2005
- Kotler, P., Armstrong, G., Principles of Marketing (16th Ed.). Cambridge: Cambridge University Press, 2016
- Lemmi, E., Siena Tangheroni, M., “The experience-oriented tourism in Tuscan rural areas”, European Journal of Tourism, Hospitality and Recreation, 4, pp. 47-68, 2013
- Morgan, K. (*et al.*), Place, Power, and Provenance in the Food Chain. Oxford: Oxford University Press, 2008
- Pine, J., Gilmore, J., “Welcome to the experience economy”, in Harvard Business Review, 76(4), pp. 97-105

RECOMMENDED READINGS:

- Almas, R., Lawrence, G., Globalization, localization and sustainable livelihoods. Basingstoke: Ashgate, 2003
- Bessiere, J., “Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas”, Sociologia Ruralis, 38, pp.21–34, 1998
- Charters, S., Ali-Knight, J., “Who is the wine tourist”, Tourist Management, 23, pp. 311-319, 2002
- Fonte, M., “Knowledge, food and place. A way of producing, a way of knowing”, Sociologia Ruralis, 48(3), pp. 200-220, 2008
- Hamouda M., Gharbi A., “The Postmodern Consumer: An Identity Constructor?”, International Journal of Marketing Studies, 5(2), pp. 41-49, 2013
- Kohls, R.L., Uhl J.N., Marketing of Agricultural Products. New Jersey: Prentice Hall, 2001
- Lemmi, E., Siena Tangheroni, M., “Food and Wine Tourism as a Pull Factor for Tuscany”, Journal of Tourism, Culture and Territorial Development, 15, pp. 36-53, 2015
- Lockhin L., Consumer purchasing behavior for wine: what we know and where we are going, Working paper, Bordeaux Ecole de Management, 2003
- Hall, C.M. (*et al.*), Food tourism around the World. Development, management and market. London: Routledge, 2003



- Regulation (EU), No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs

SUPPLEMENTARY MATERIALS:

- Supplementary material to complement class work may be given by the instructor in order to improve and enrich students' comprehension. The syllabus may be subject to change based on class response, feedbacks and needs.