

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Business
<b>Programme:</b>	BA (Hons) Marketing with Combined Studies
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Wine Marketing
<b>Course Code:</b>	MKT 5820
<b>Course Leader:</b>	Monica Giovannini
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
Lectures:	45
Seminar / Tutorials:	75
Independent / Guided Learning:	
<b>Semester:</b>	Fall
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

The course will focus on the importance of wine as a tool to understand and approach cultural diversity, in a more globalized world. Wine will be studied as a “*local*” as well as a “*global*” product. In the course, students will analyse wine marketing and its environment, market segmentation and consumer behaviour, product strategy (in particular branding, packaging and design), marketing communication strategy, and the ways that the Internet and Social Media can be used as marketing tools in the promotion of wine. The role of cellars and wine tourism will also be analysed as a tool of promotion and reinforcement of brand identity.

### **Prerequisites:**

N/A

### **Aims and Objectives:**

The course aims to:

- To give students an understanding of traditional and more innovative marketing approaches to wine.

- To provide students with skills and competencies to be applied to the development of marketing strategies.
- To encourage understanding the role of wine in promoting a country brand.
- To develop students' understanding of the cultural aspects of wine in Italy.
- To underline the features of a "key role sector", as wine is.
- To allow students to consider marketing in shaping cultural and social contexts.

**Programme Outcomes:**

A1, A4

B5

D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

- Understand the basic role, processes, and purpose of strategic brand management in the wine industry.
- Understand the basic concepts related to experiential marketing in Wine.
- Grasp basic terms and concepts specific to the wine industry.
- Demonstrate basic knowledge of marketing activities in the wine industry.
- Understand the concepts of segmentation, targeting, and positioning in relation to wine consumers.
- Understand wine as a culture in Italy and how this contributes to reinforcing the country brand.
- Appreciate the role of strategic brand management.

**Cognitive Skills**

- Define terms adequately and to generalize appropriately.
- Research, synthesize and apply critical analysis to theoretical and contextual information

**Practical and / or professional skills**

- Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard,
- Create innovative commercial solutions within professional contexts.

## **Key Skills**

- Plan and manage learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations.
- Engage in reflective, adaptive and collaborative learning through some group/team activity

## **Indicative Content:**

- Consumers' behaviour in wine marketing. Habits and characteristics of consumer.
- Wine distribution and pricing. The importance of small cellars in Italy.
- Events marketing in wine.
- Slow Wine Movement. Wine and sustainability.
- Brand heritage and brand equity in wine. The importance of noble Italian families in the wine business.
- Wine branding and labelling.
- An Overview of Marketing Communications.
- Media and wine. Social media and wine: a possible conversation.
- Wine tourism. Introduction to experiential marketing.
- Wine cellars as promotional tools.

## **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

## **Teaching Methodology:**

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate.

Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organization and in presenting information in a coherent and concise manner.

**Indicative Text(s):**

D'Agata I., (2014) *Native Wine Grapes of Italy*, University of California Press.  
 Galati A., Crescimanno M., Tinervia S., Fagnani F. (2017) *Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook*, in *Wine Economic and Policy*, April 2017

Goodman S. (2012) *Principles of Wine Marketing*, Winetitles.

Harvey, M., White L., Frost W. (2014) *Wine and Identity*, Routledge  
 Hyland T. (2013) *Beyond Barolo and Brunello: Italy's most distinctive wines*.  
 Kerin R., Hartley S. (2015) *Marketing: the Core*, 6<sup>th</sup> Edition, McGraw Hill  
 Kolpan S., Smith B., Weiss M. (2010) *Exploring Wine*, Wiley.  
 Mcgeghan G., (2014) *Wine Marketing Online: How to Use the Newest Tools of Marketing to Boost Profits and Build Brands*.  
 Mora P. (2014) *Wine Business Case Studies: Thirteen Cases from the Real World of Wine Business Management*, Springer  
 Sillani S. (2017) *Different preferences for wine communication*, in *Wine Economic and Policy*, March 2017.

Szonlnoki G., Thach L., Kolb D.,(2016) *Successful Social Media and E-Commerce Strategies in the Wine Industry*, Palgrave McMillan

**Journals**

Piumatti G., Manganelli V., *The Art of Italian Wine. Grapes, Wineries, Labels*, 2010, Slow Food Editore  
 Slow Wine 2014: A Year in the Life of Italy's Vineyards and Wines, by Slow Food Editore, 2014

**Web Sites**

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
