



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Wine Marketing & Enotourism

Prof. Elisabetta Virtuani

COURSE DESCRIPTION

The course will introduce the fundamental concepts of wine marketing management, showing how marketing managers can apply them in practice. The integrated wine systems will be analysed as drivers of local sustainable development.

The program will introduce a global view of the wine market, focusing on the characteristics in terms of demand and supply, structure and main actors. Students will become aware of the wine marketing fundamentals: wine marketing definitions and principles, strategic planning and marketing management process, from value analysis for the client to communication and market delivery. Particular attention will be dedicated to the consumer analysis and shopping behaviour. The definition of a marketing strategy will require the comprehension of different strategic orientations of wine firms.

The wine firm is part of an integrated wine system, where enotourism plays a very important role for the local development of a wine region. A number of case studies will be discussed for a practical application of marketing tools to the specific context of wine.

COURSE CONTENTS

Wine Market characteristics and global scenario: a general view of the global wine market, analysing the characteristics in terms of demand and supply, structure and main actors. The focus will be on the main global trends in production, consumption and trade at both international and Italian level.

Wine Systems: analysis of the wine system structure and the interactions among the different areas, from production and regulation schemes to wine business and eno-tourism.

Wine marketing process: from wine business and environment analysis to creating value for the client through strategic and marketing management planning.

Consumer behaviour analysis: what drives final customers' purchases? Perceived quality concept, consumer preferences and wine attributes.

Strategic orientations of wine firms: strategic orientations are the key elements of the firm's culture that guide interactions with the marketplace. Firms can follow alternative strategic orientations that can focus on product, production, marketing or experience.

Marketing Plan: analysing the different phases of a marketing plan construction for a wine firm: objectives and strategies, market analysis and segmentation, targeting, positioning and marketing mix.

Marketing-mix levers: product strategies, pricing policies, integrated marketing communication, advertising campaigns, media-mix decisions, digital and social marketing tools and retailing channels.

Integrated Wine Systems: new competitive leverages for the economic development of wine regions. Enotourism is a growing activity and the wine experience approach is a key element for local development.

SCHEDULE

Fall Semester

PREREQUISITES

Basic knowledge of Marketing

METHOD OF TEACHING

35 teaching hours (indoor) + 12 hours (practices including field trips, seminars and wine sensory analysis)

COURSE REQUIREMENTS

Attending classes and reading course materials is strongly recommended.

CREDITS

6 ECTS

GRADING

The final grade will be awarded as a weighted average of the results of an intermediate project work (30%) and a final written test (70%) on the program.

COURSE READINGS AND MATERIALS

A reading list will be distributed during the course and the lecturer's slides will be available on Blackboard.

INSTRUCTOR BIO

Prof. Elisabetta Virtuani

Elisabetta Virtuani graduated in Economics at the Università di Pavia, where she also obtained a PhD in Business Administration with a doctoral thesis in Marketing: *"Strategic orientations of wine firms: a holistic approach to wine marketing"*.

She obtained a Master in "Local Tourism Development and Cultural Heritage Management" at the Università Cattolica del Sacro Cuore of Piacenza and participated in the Intensive Program Master Vintage "Vine, Wine and Terroir Management" at the Ecole Supérieure d'Agriculture, Angers (France).

Lecturer at Università Cattolica del Sacro Cuore of Piacenza master courses and researcher at LEL (Local Economy Laboratory) in wine marketing and communication, wine&food tourism, place marketing and branding.

She is a Sommelier and President of Colli Piacentini Wine Route. She was co-founder and CEO of a marketing and communication agency specialised in wine&food and tourism sectors. She presently works as marketing and communication consultant both for public institutions and businesses.

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