**Topics in Wine Marketing**

## Prof. Edoardo Fornari

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to encourage students to familiarize themselves with the basic tools of marketing management and to adapt these to the wine market. They will become aware of the technicalities of a marketing plan, both from strategic and operational points of view. In the first part, the program will focus on the analysis of demand-side issues, namely consumer attitudes and shopping behavior, along with supply-side ones, namely overview of competitors and supply chain relations. Subsequently, marketing-mix levers, including product innovation, branding strategies, pricing policies, distribution management and advertising & promotion will be explained in greater detail. A number of case studies will be discussed in order to emphasize practical adaptation of marketing tools to the specific context of wine.

At the end of the course, students will be able to analyze and manage wine producers’ marketing policies. This knowledge will be useful both in a strategic and operational sphere. Besides, presentations and group discussions about a number of case histories will allow students to develop strong powers of independent judgement and marked learning potential concerning best practices as well as solid communication skills related to the wine sector.

***COURSE CONTENT***

The following topics will be explored as part of the course (with their weight in terms of ECTS):

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| Content | ECTS (6) |
| 1. *Marketing plan*: definition of marketing, its utility for firms, description of steps in developing a marketing strategy and implementation of the latter through operational levers in the Business to Consumer (B2C) pathway. | 1.0 |
| *2. Consumer behavior analysis*: applying market research techniques in order to understand what drives final customers’ purchases, segmenting the market into different targets and predicting future consumption trends. | 1.0 |
| 3. *Analysis of the competition*: identifying companies’ points of parity (PoP) and points of difference (PoD), developing positioning strategies, understanding both manufacturing and retailing brand values and market shares. | 1.0 |
| 4. *Marketing-mix levers*: product-portfolio management, launch of new products, pricing policies, below- and above-the-line promotions, advertising campaigns, media-mix decisions, digital and social marketing tools and choice of retailing channels. | 1.0 |
| 5. *Evolution of the wine market*: volume of and trends in wine consumption at both international and Italian levels. Concentration of players, supply chains, emerging patterns in shopping behaviors. | 1.0 |
| 6. *Marketing in the wine sector*: adaptation of general marketing tools for wine producers and discussion of single case studies, during specific practice sessions.. | 1.0 |

***READING LIST***

A specific reading list will be prepared and communicated at the beginning of the course. The list will be differentiated between *attending* and *non-attending* students. For both groups, the corresponding reading list will be available on the “Blackboard” platform.

***TEACHING METHOD***

Face-to-face lectures will be supplemented with some managerial seminars led by firms operating within the “wine & spirits” value chain. Besides, attending students will be presented with a series of current *case histories* to discuss in groups during lectures and for monitored practice.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written and includes open-ended questions aimed at assessing students’ ability to critically apply notions acquired during the study of topics to be tested. Questions are formulated so as to verify not only learning skills but also independence of judgement and communication skills. To this end, assessment method and criteria are differentiated between those for attending and non-attending students.

In particular, for students attending lectures the capability of integrating theoretical contents with the operational insights coming from managerial seminars and case histories’ discussion is evaluated.

On the other hand, final exam questions for non-attending students will be exclusively based on contents of the whole reading list.

For attending students final mark is based on the weighted average of scores obtained in two written tests, one half-way through the course (50%) and one at the end (50%). The mid-term test (50%) is based on two questions relating to the first half of the course. This test lasts 40 minutes. Time available for each question is 20 minutes. The two questions are equally weighted and carry a mark ranging from 0 (no answer) to 15 (excellent answer). Likewise, the end-term test (50%) is based on two more questions relating to the second half of the course. This test lasts 40 minutes. Time available for each question is 20 minutes. The two questions are equally weighted and carry a mark ranging from 0 (no answer) to 15 (excellent answer).

On the other hand, non-attending students will take their final exam in a unique session; they will answer three questions which may be taken from both the first and the second part of the course program. In this case the overall duration of the exam is 60 minutes, time available for each question being 20 minutes. The three questions are equally weighted and carry a mark ranging from 0 (no answer) to 10 (excellent answer). This exam type may also be chosen by attending students who do not wish to sit the mid-term test, but who prefer to sit the exam in one session.

***NOTES AND PREREQUISITES***

Students are not expected to possess particular prerequisites concerning the bases of marketing. However, students are supposed to show interest and have an intellectually enquiring mind towards this topic.

***OFFICE HOURS FOR STUDENTS***

Students’ are free to e-mail edoardo.fornari@unicatt.it in order to schedule an individual appointment at Economia Agro-Alimentare Department, or via online platforms.