

COURSE DETAIL

MADE IN ITALY: A MARKETING FOCUS

Country

Italy

Host Institution

UC Center, Rome

Program(s)

Made in Italy, Rome

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Italian Communication Business Administration

UCEAP Course Number

127

UCEAP Course Suffix**UCEAP Official Title**

MADE IN ITALY: A MARKETING FOCUS

UCEAP Transcript Title

MADE IN ITALY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course goes beyond the fundamentals of marketing emphasizing the concepts, theories, and techniques applied to the “Made in Italy” phenomenon, emblematic of superlative quality. The course explores three key areas: 1) Basis of communication, public relations, and marketing; 2) “Made in Italy”: concept, its evolution and what means for Italy from economic and social point of view; and 3) marketing and advertising approaches of Italian companies pursuing “Made in Italy”. A focus is on the industries of food and cuisine, fashion, and other areas of design. The course explores the appeal of “Made in Italy” as a global brand and the marketing of “Italian Style” throughout the world. Since a flow of expertise across time and disciplines seems to distinguish “Made in Italy,” the course aims to give a way to connect the latter to patterns of continuity and change in Italian society and to examine how the “Made in Italy” phenomenon has impacted the country. An additional concentration is on the business aspect of the label, in particular, on marketing, branding, and consumer behavior seen from both an Italian and international perspective.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

MADE IN ITALY: A MARKETING FOCUS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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