# COURSE DETAIL

| MADE IN ITALY: A MARKETING FOCUS |
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| **Country**<br>Italy |
| **Host Institution**<br>UC Center, Rome |
| **Program(s)**<br>Made in Italy, Rome |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Italian Communication Business Administration |
| **UCEAP Course Number**<br>127 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>MADE IN ITALY: A MARKETING FOCUS |
| **UCEAP Transcript Title**<br>MADE IN ITALY |
| **UCEAP Quarter Units**<br>5.00 |
| **UCEAP Semester Units**<br>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**
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**Host Institution Course Details**
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**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

**Course Last Reviewed**
2023-2024

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