COURSE DETAIL

MADE IN ITALY: MARKETING THE ITALIAN STYLE
Country Italy
Host Institution UC Center, Florence
Program(s) Italian in Florence,Made in Italy, Florence
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Italian Communication
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title MADE IN ITALY: MARKETING THE ITALIAN STYLE
UCEAP Transcript Title MADE IN ITALY
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

The course examines the notion of “Made in Italy” as an intangible asset and traces its evolution in time, starting from its creation in Florence in the 1950s up to the current global success of Tuscany-based icons such as Vespa, Gucci, Ferragamo, and Chianti. The main aim is to explore the appeal of “Made in Italy” as a global brand and the marketing of “Italian Style” throughout the world. To this purpose, students analyze important Italian companies in specific sectors – fashion, food, wine, leather, design and art – and discuss their innovative branding practices. The focus is on key Italian cultural products, their significance and symbolism, as well as the concept of “Country Branding” within the industrial, leisure, lifestyle, food, and fashion industries. An array of educational tools – lectures, class discussions, fieldtrips and visits to food and fashion retailers, corporate museums, design studios –allows students to acquire an in-depth knowledge of trendsetting communication strategies and gain first-hand experience with some iconic products commonly associated with the idea of “Italianness”, from concept to consumption.

Language(s) of Instruction
English

Host Institution Course Number

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Host Institution Course Details
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Host Institution Campus
UC Center Florence

Host Institution Faculty

Host Institution Degree

Host Institution Department
ACCENT

Course Last Reviewed
2024-2025

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