

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

Host Institution Course Title

MADE IN ITALY: MARKETING THE ITALIAN STYLE

Host Institution Campus

UC Center Florence

Host Institution Faculty

Host Institution Degree

Host Institution Department

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