
Made in Italy: Retail Merchandising in Florence

COURSE DESIGNATOR FLOR 3007

Language of Instruction English

NUMBER OF CREDITS 3

Contact Hours 45

COURSE DESCRIPTION

The course will explore the relationships linking project, merchandising and market providing through a direct experience of the methodologies and socio-cultural skills necessary to critically evaluate the development phases of a business project.

Florence in particular will be the ground to analyze how the expression *Made in Italy* is a both a “tool” and a “burden” that permeates fashion, design, craftsmanship and lifestyle in general on the Italian and International markets.

Students will be getting an insight on how the *Italian style* (in fashion, cultural events, design, food) evolved and changed, the principles around which these fields revolve and their role on the economic, sociological and psychological elements of society.

The strategic process of product design and the ways to convey merchandising through communication to retail will be especially analyzed. Brand representation (continuity-heritage vs. innovation of the brand identity, especially of Florence based brands) will be also thoroughly investigated.

Students will gain a knowledge of the languages of design and trends, of the bridge between business and culture, the role of advertising, media and art in contemporary Italian business, and cross sectorial and cultural mediation in order to understand the typically Italian combination between design culture and entrepreneurial skills, that is, the way industry dialogues with art.

INSTRUCTOR

Claudio Marengo Mores

COURSE OBJECTIVES

The course aims to give students a knowledge of the creative processes applied to business areas, as derived by a transversal approach to different fields of contemporary trends in modern art and an advanced orientation of visual communication.

LEARNING OUTCOMES

Students will be able to

- Critically present a brand’s multi-faceted reality through the analysis of its strategy, products, business organization and communication
- Understand the peculiar features and consumption habits in the Italian market
- Compare what observed in Florence and during the school trips with their experience as consumers (in particular fashion consumers) in the US
- Approach creatively and critically a business upgrade of the case study assigned
- Give a business presentation using public speaking tools developed in class

METHODOLOGY

Most of the lectures will be presented in power point and will be complemented both by visits to fairs and exhibitions in Florence and by student presentations and debates.

The course will be coordinated to guarantee the integration and the coherence of the different topics and ensure an effective and extensive learning process.

An important part of the course is the take-home assignment, a practical exercise in which students will integrate what

they learn from the various theoretical lectures into a creative project that will also serve as the starting point of the final project.

Opportunities for learning will occur in a variety of formats in this course, mainly through lectures, videos, discussions, in class activities and guest speakers. A strong emphasis is going to be placed on class discussions and active participation is encouraged, as it is fundamental to develop critical learning and a general discussion about the subject matters. We will remain flexible enough to take advantage of other potential opportunities for learning as they develop over the course of the semester.

The course will include readings and, when appropriate, discussion of a variety of primary sources (historical documents, photos, literary sources) and of alternative teaching materials (such as movies and documentaries). Finally, the course is designed to take full advantage of the students' experience abroad through out-of-class activities.

COURSE PREREQUISITES

There are no prerequisites for the course.

REQUIRED READING/MATERIALS

- 1- Graham Cairns, Deciphering Advertising, Art and Architecture: New Persuasion Techniques for Sophisticated Consumers, Libri Publishing , 2010
- 2- Claudio Marengo Mores, From Fiorucci to the Guerrilla Stores: Shop Displays in Architecture, Marketing and Communications (Mode), Marsilio Editore, 2007
- 3- Erica Corbellini, Stefania Saviolo, Managing fashion and luxury companies - Etas – 2009
- 4- essays from Zone Moda journal 2 (Made in Italy) Pendragon , Bologna 2011 will be selected and reviewed during term.

GRADING

Students will be evaluated on one mid-term exam based on the presentation of a take-home assignment and on one final exam based on the previous take-home assignment, already presented during the mid-term evaluation, but improved with further developments based on the teacher's corrections and feedback produced during the mid-term exam. The project will also build on contributions and lectures given throughout the term.

CRITERIA FOR GRADING AND GRADING STANDARDS

Grading Rubric		
A	93-100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90-92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87-89	
B	83-86	
B-	80-82	Achievement that meets the course requirements in every respect.
C+	77-79	
C	73-76	
C-	70-72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	67-69	
D	60-66	
F	0-59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of how grades are weighted:

Participation in class activities	15%
Home assignments / tasks	15%
Presentation	20%
Midterm	20%
Final exam	30%
Overall grade	100%

CLASS SCHEDULE

WEEK 1

- **Made in Italy / Asset or Burden**

Course presentation; distribution of the syllabus; course requirements and course expectations; methodology. Made in Italy. From the invention of Capitalism in the Renaissance cities to the definition of Intangible Asset.

WEEK 2

- **Basics of fashion marketing. Part 1**

The introduction will give students the basic tools to evaluate and process the analysis of the Florentine (and more in general Italian) scenario in Fashion, Art, Design.

WEEK 3

- **Basics of fashion marketing. Part 2**

WEEK 4

- **Lecture: Retailing sceneries in Florence**

Starting from an overall view on the retailing sceneries worldwide students will be guided through the consumption habits and the retailing realities of the Florentine scene.

What are the main differences in consumption habits? What are the distribution channels? Who shops what?

WEEK 5

- **From Craft to Branded Icon part 1**
Visit to Gucci Museum

WEEK 6

- **Production districts**

From Marshall's to the *Italian* "Industrial Districts"

WEEK 7

- **From Craft to Branded Icon part 2**
- Visit to Ferragamo Museum

WEEK 8

- **PITTI TASTE Visit and Lecture**

PITTI TASTE is the fair dedicated to **excellence in taste and food lifestyles**.

Taste is the Italian fair dedicated to **good eating and good living** attended by the top figures in the international gastronomic and catering trade as well as an increasingly growing public of passionate foodies.

WEEK 9

MIDTERM EXAM

WEEK 10

- **Managing the "Made in Italy"**

Analysis and management of the "made in Italy asset" in creative projects.

guest lecturer: **Riccardo Bresciani**

TAORMINA STUDY TOUR

WEEK 11

- **Projects revisions**

TAORMINA STUDY TOUR

WEEK 12

- **History carried away**

Classic and unconventional marketing strategies from Kelly to the latest 'must-haves' in the accessory world.

WEEK 13

- **FINAL EXAM**

ATTENDANCE POLICY

Regular attendance and punctuality are mandatory in order to earn full marks. The final grade will take into consideration preparation required for class (i.e. readings) and participation in class discussions. If you miss any meetings without an excused absence from the on-site director, your final grade will be dropped accordingly (check the *Academic Handbook* for the attendance policy in place at the Florence Program). In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

Missed assignments: a valid doctor's certificate dated on the day of the absence or other evidence of medical need is required to make up for any missed assignment (paper due, presentation due, project due, test, quiz, midterm, final, and all other graded activities). Failure to provide such evidence will automatically result in an "F"/"0" grade for the assignment. No exceptions allowed.

UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own, can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

SCHOLASTIC DISHONESTY:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

STUDENT CONDUCT

The University of Minnesota has specific policies concerning student conduct and student needs. This information can be found on the Learning Abroad Center website.