
Made in Italy: The Design & Marketing of an Ideal

COURSE DESIGNATOR ROME 3003

Language of Instruction English

NUMBER OF CREDITS 3

Contact Hours 45

COURSE DESCRIPTION

The aim of the course is to provide students with different backgrounds with an extensive preparation on what is most important asset of Made in Italy products: their ability to represent a paradigm shift. It explores the evolutionary phenomena of the four F's (fashion and foot wear, food and wines, furniture and building materials, fabricated metal products and machinery) as well as design, cartoon, biochemical, automotive, e-commerce and other industrial sectors by two different though convergent perspectives: the aesthetic and cultural changes in consumers and the ability of the Made in Italy managers to tune their marketing, communications, branding and retailing efforts to an increasingly fast paced environment.

The course will lead students to an overview of the evolutionary strategic Made in Italy management and philosophy.

- Made in Italy first come to the international marketing forefront in the 50s through Italian Fashion Design which represented “THE” paradigm shift in the fashion industry. Over 60 years later it continues to thrive, worldwide, despite deep economic, market and marketing tools' changes. The course looks at made in Italy from both an economical and business point of view and comes with a few questions: what makes Made in Italy so challenging for competitors and alluring for customers all over the world? What makes it unrepeatable in spite of all the attempts to make a brand out of a love-mark? The course will examine the important business strategies of Italian design houses from Gian Battista Giorgini and Pitti's first edition through Elsa Schiaparelli's presence in Paris to the success of Ferragamo in the 50s and Giorgio Armani in the 80s in the United States. It will also take into account the different market and marketing approach/strategies developed over the decades of these Italian Luxury Goods manufacturers in relationship to the changing international markets. We will also examine KPIs and critical success factors of Italian SME (small and medium enterprises) and Made in Italy in the BRIC (Brazil, Russia, India and China) markets.
- Other well known Made in Italy products represented by the 4Fs (Fashion including footwear, Food and wines, Furnitures and building materials and Fabricated metal products and machinery, Ferrari cars, yachts, cruising ships and helicopters, plastic and rubber products including all non-electronic machinery, i.e. industrial machinery, mechanical equipment, plastic and rubber products as well all transport equipment and car parts except for finished cars, where our trade balance shows a deficit; (only Ferrari sportcars, a real "made in Italy" symbol, are included) will be examined through Case Studies of different Italian companies and their marketing/quality approach to the Global market.

INSTRUCTOR

Fabiana Romano

COURSE GOALS

- To introduce Italian contemporary culture through the history of made in Italy
- To provide an overview of the history of contemporary Italian industry
- To provide an understanding of the economical structure of the country
- To become familiar with the real meaning of made in Italy by different point of views
- To consider how made in Italy evolved worldwide in relation to the social, ethical and environmental changes
- To broaden this understanding with selected movies

LEARNING OUTCOMES

At the end of the course students should be able to understand diverse philosophies and cultures within and across Italian and American societies; communicate effectively; understand the role of creativity, innovation, discovery, and expression across disciplines; acquire skills for effective citizenship and life-long learning through the study of the Italian culture of Made in Italy.

METHODOLOGY

Three hour classes per week – once a week, in which lectures, seminars and guest speakers will alternate.

Class participation and attendance

Participation is a vital part of your grade, which means mandatory attendance. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must come in on time. If you need to miss class for medical reasons, please let the Director of Academic Affairs know in advance of meetings so plans can be made accordingly. If you miss any meetings without an excused absence from the Director, your final grade will be dropped accordingly. Students are responsible for making up any missed assignments.

Final Exams

The final exam consists of:

- mid term test
- final written test
- development of the assigned project work & presentation and discussion of the PW

Assessment/Grading Policy

Students will have to keep a journal of all class activities. After EVERY LECTURE (guest lectures included) students will have to write a 1 page essay and send it via email for review. This email should be sent no later than Thursday at 5PM following Monday's lesson.

Students will also have to provide via email the development and the updates of the PW before lesson at the following deadlines: February 25th, March 18th, April 22nd If they miss the deadlines without being authorized from the Director their final grade will be dropped accordingly.

These actions contribute to students participation grade. If they miss the deadlines their final grade will be dropped accordingly.

REQUIRED READING/MATERIALS

Romano, Fabiana – course reader

GRADING

CRITERIA FOR GRADING AND GRADING STANDARDS

Grading Rubric		
A	95+	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90-94	Achievement that is significantly above the level necessary to meet course requirements.
B+	86-89	
B	83-85	
B-	80-82	Achievement that meets the course requirements in every respect.
C+	76-79	
C	73-75	
C-	70-72	
D+	66-69	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D	60-65	
F	<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:

Group discussion/ class participation	10%
Journal	10%
PW development and updates	10%
Term report	25%
Final test	25%
PW presentation	20%
Overall Grade	100%

CLASS SCHEDULE

WEEK 1

- Topic: Guest lecture: Italian American Museum

WEEK 2

- Topic: The birth of Made in Italy: The origin of made in Italy. From the French dominance to the intuition of Gianbattista Giorgini, the birth of prêt à porter and the definition of a new “Italian way”.
- Activities: Course presentation. Lecture on the thematic cluster. Class discussion and presentations.

WEEK 3

- Topic: Project work: meeting with single group.
- Activities:
 - Marketing brief.
 - Definition of the groups for the Project Work.
 - Launch of the Made in Italy project.

WEEK 4

- Topic: ITALIAN MARKET: Description of the market and figures related to key success factors of Made in Italy. Target markets. Italian market composition: SME and main industrial districts.
- Activities: Lecture on the thematic cluster. Class discussion and presentations.

WEEK 5

- Topic: The world financial crisis and the Made in Italy
- Activities: Lecture on the thematic cluster. Class discussion and presentations.

WEEK 6

- MID TERM EXAM

WEEK 7

- Topic: “4 F” of Made in Italy: Fashion
- Activities: Lecture on the thematic cluster. Class discussion and presentations.

WEEK 8

- Topic: Project work. Meeting with single group.
- Activities: Each group will present the marketing campaign.

WEEK 9

- Topic: “4 F” of Made in Italy: Food and wines
- Activities: Lecture on the thematic cluster. Class discussion and presentations.

WEEK 10

- Topic: “4 F” of Made in Italy: Furniture and building materials and Fabricated metal products and machinery, Ferrari cars, yachts, cruising ships and helicopters, plastic and rubber products
- Activities: Lecture on the thematic cluster. Class discussion and presentations.

WEEK 11

- Topic: Project work. Meeting with single group.
- Activities: Each group will present the advertising and communication campaign.

WEEK 12

- Topic: Guest lecture: Salvatore Ferragamo. The shoemaker to the stars.

WEEK 13

- Topic: PROUD TO BE 100% ITALIAN
- Activities: Lecture on the thematic cluster. Class discussion and presentations.

WEEK 14

- 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. In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

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.