



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Agrarie, Alimentari e Forestali		
ACADEMIC YEAR	2020/2021		
BACHELOR'S DEGREE (BSC)	VITICULTURE AND OENOLOGY		
SUBJECT	WINE MARKETING		
TYPE OF EDUCATIONAL ACTIVITY	D		
AMBIT	10517-A scelta dello studente		
CODE	19154		
SCIENTIFIC SECTOR(S)	AGR/01		
HEAD PROFESSOR(S)	CHIRONI STEFANIA	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	3		
INDIVIDUAL STUDY (Hrs)	50		
COURSE ACTIVITY (Hrs)	25		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	CHIRONI STEFANIA Tuesday 15:00 16:30 Sede del corso di Laurea Viticoltura ed Enologia e/o Piattaforma Teams		

DOCENTE: Prof.ssa STEFANIA CHIRONI

PREREQUISITES	The student should have some notions about agricultural economics, agricultural policy and wine markets.
LEARNING OUTCOMES	<p>To acquire basic knowledge related to the study of marketing and communication, with particular reference to the wine sector.</p> <p>Ability to use the technical, economic and communicative language .</p> <p>Applying knowledge and understanding:</p> <p>To interpret the relationships between the company, the market and consumers.</p> <p>Being able to know how to prepare a communication planning and corporate marketing.</p> <p>Making judgments:</p> <p>Being able to evaluate the performance of the wineries and in consumer behavior and the wineries.</p> <p>Communication skills:</p> <p>Ability to present the results and intervention lines in tracing a corporate communication profile.</p>
ASSESSMENT METHODS	<p>The exam consists of an oral test. The candidate must answer at least three questions, relating to the parts treated during the course and the subject of the program, with reference to texts or recommended handouts for the study.</p> <p>The exam tends to assess whether the student has acquired the knowledge and understanding of the topics, if acquired interpretative capacity and independence of judgment.</p> <p>The minimum score is reached when the student will have demonstrated knowledge and understanding of the topics, at least in general terms.</p> <p>The assessment is made of thirty.</p>
EDUCATIONAL OBJECTIVES	The course aims to provide the main elements relating to communication and marketing with particular reference to the communication languages in the wine sector
TEACHING METHODS	Lectures and interactive classroom activity; classroom exercises
SUGGESTED BIBLIOGRAPHY	<p>S. Chironi: Dispense "Appunti delle lezioni del corso di Linguaggio e comunicazione del vino"</p> <p>Galletto, L.; Malorgio G.; Pomarici E.; Rossetto L.; " Il marketing del vino - capire, decidere , agire" EdiSES Editore</p> <p>P. Kotler; V. Scott: Marketing management - ISEDI Editore</p> <p>W. J. Stanton; R. Varaldo : Marketing – Il Mulino Editore</p>

SYLLABUS

Hrs	Frontal teaching
4	Introduction to the course The important steps of the history in the communication of alcoholic beverages The role of marketing in business and in society
4	Basic concepts of marketing and Marketing Mix
4	Knowing the consumer behavior
5	The principles of communication and communication strategies How to communicate and such as: the language of wine through the labels Wine and Internet: a changing relationship Techniques used in marketing as a communication support: the Focus Group
Hrs	Practice
8	Classroom exercises on Focus Group Classroom on marketing plan preparation