

Advertising 399 ROM: Study Abroad | Branding Italian Food
SP 2015

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Spring Session: Second 8 weeks

Summer Session: Field Study May 18-28, 2015

COURSE DESCRIPTION

This course focuses on branding Italian food. Its purpose is to advance students' understanding of one of the world's most successful ethnic food branding cases within the context of the globalization of food markets. Throughout this course you will study branding and advertising strategies, food cultures, markets, and media in Italy and the US.

During the Spring 2015 3-credit hour course on campus, you will learn background material on Italy and its language and culture, media system, and advertising. In addition, you will be introduced to Italian food, and build general background knowledge about Italian culture and culinary traditions.

You will also gain knowledge related to ethnographic methodology to be practiced while in Italy in the summer. After the completion of this course, you will be prepared for study abroad field study in Rome, Italy May 18-28, 2015.

The field study portion provides the opportunity for an immersive cultural stay in Italy, which will allow you to observe and participate in the cultural meaning, consumption and promotion of local foods in Italy. You will complete this portion both online and while studying abroad in Italy. A key part of your project involves the direct observation of and participation in food rituals in Italy and the examination of the way that brands are represented in Italian retail structures and in media. Classes will be held at the Gustolab in Rome, a school for learning and experiencing Italian food culture <http://www.gustolab.com/?language=ENG>. Instructors will teach appreciation of Italian food and culinary traditions. Field trips will also allow you to see how food is grown and made, marketed (e.g., retail, markets), enjoyed (e.g., restaurants), and promoted (discussion with local advertising agency personnel).

Course Website

The course website for announcements, assignments, and the gradebook are available through Illinois Compass 2g (<http://compass.illinois.edu>). You will *not* be able to login unless you are registered for the course. Logging in will require your NetID and password.

You will also need to utilize the course blog found at <http://go.media.illinois.edu/rome15>.

COURSE OBJECTIVES

- To gain an understanding of globalization issues, and the implications for consumption, branding, and advertising strategy
- To gain knowledge of the ways that food marketed and consumed within Italy and abroad
- To gain awareness of the media system in Italy, with a focus on content, language and aesthetics of advertising
- To understand the basics of ethnography and to practice this qualitative method in a study of food culture, consumption and marketing
- To improve written and oral communication skills through a variety of activities
- To increase ability to synthesize and present information, ideas and perspectives
- To develop perspectives on ethical aspects of the advertising industry and consumer values
- To reflect on your own cultural experiences as you immerse yourself in another cultural context

COURSE POLICIES & EXPECTATIONS

Attendance & Participation

Class participation is crucial to your success in this course. This means listening attentively and offering relevant and thoughtful comments on aspects of the course or real-world applications, as well as enthusiastic participation in class activities. I will take attendance and make note of participation in class discussions and activities each class period.

Absences will only be granted as “excused” in specific situations and require instructor approval beforehand. I will follow the UIUC Student Code, Article 1—Student Rights and Responsibilities, Part 5 - Class Attendance (http://admin.illinois.edu/policy/code/article1_part5_1-501.html), with respect to what is considered an excused absence. Excused absences should be communicated to me in writing (email is fine) before the class, if possible. Proper documentation should also be brought to my attention, if relevant.

Assignments turned in late will have points deducted for late submission, according to the following schedule:

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|--------------------------|-------------------------------|
| Less than one week late: | -5% per day late |
| More than one week late: | 0 points, will not be graded. |

Honor Code

In keeping with the University’s policy, all submitted work should be original. Findings of plagiarism, or any other form of academic dishonesty, will result in a score of 0 for that assignment.

See Campus Policies: Specifically, Article 1—Student Rights and Responsibilities

Part 4. Academic Integrity on Cheating, Plagiarism, etc.

1-402 Infractions of Academic Integrity—Definitions

http://www.admin.uiuc.edu/policy/code/article_1/a1_1-402.html

Technology

All mobile phones (or other things that make noise and are disruptive) should be turned off during class. Use of laptops and/or tablets in the class is a privilege and not a right. Laptops/tablets are to be used for class activities only. If you are seen surfing, chatting, e-mailing, etc., you will lose technology privileges.

Other Course Policies

- Accommodations will be made for students with disabilities in accordance with the Student Code. In general, it is the responsibility of students to make their status as a person with a

disability and their need for accommodations known. Please see me at your earliest convenience. Coordination of accommodations is usually made through the Division of Disability Resources and Educational Services (DRES).

See Policy for the Provision of Reasonable Accommodations for Students with Disabilities
http://www.admin.uiuc.edu/policy/code/article_1/a1_1-110.html

- You are responsible for following other aspects of the UIUC Student Code:
<http://www.admin.uiuc.edu/policy/code/>

COURSE REQUIREMENTS & EVALUATION

There are no required books to buy for the course. The required and recommended readings can be found either on the class Compass website or through the library E-reserves, as indicated on the syllabus.

Spring 2013

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| Attendance/Participation | 15% |
| Reading Responses | 30% |
| Cooking & Branding Blog | 10% |
| Food Category Presentation | 15% |
| Ethnography Blogs | 15% |
| Brand Project | 15% |

Grading Scale

A+: 100-98; A 97-94; A- 93-91
B+: 90-88; B 87-84; B- 83-81
C+: 80-78; C 77-74; C- 73-71
D+: 70-68; D 67-64; D- 63-61
F: 60% or below

Assignments

Course Reading Summaries (60 points)

You will be expected to complete all course readings and write a short reading summary on the course blog for each reading (due by 11:59 pm the Sunday **before** class). The assignment for reading responses is as follows:

- In no more than five well-formed sentences, summarize the key points the author is communicating.
- Each reading response will be worth 6 points. 5 points will be given for content and 1 point will be given for correct grammar, syntax, and spelling.

Cooking & Branding Blog

In pairs, you will be required to cook a traditional Italian dish for the final day of class (April 29, 2012). See <http://www.lifeinitaly.com/food> for information on potential dishes. As you cook your dish, you will need to observe which brands go into the dish and why you chose those brands. You will need to submit a blog post on the course blog detailing your observations while incorporating course concepts. You may choose to write your blog post, do a short video as you create your dish, or capture your ideas in another unique way.

Food Category Report

For your final course project, you will need to look at how brands are marketed in both the United States and Italy and propose your own strategic ideas.

For your chosen food category, your group will need to give a 10-minute presentation (with references and notes) discussing the production, consumption/use, meaning, of the category as a whole in Italy. You may want to include some information on popular brands and advertising for your food category. Details to follow.

This information will become part of your individual final project for the Summer Field Study/Online portion of the course. Your research in Rome will allow you to witness and learn more details about the food category, brands, and consumption patterns in its home environment.

In class, you will sign up for one of the following food categories:

- Olive Oil
- Coffee
- Pasta
- Wine
- Cheese

Ethnography Blogs

As an individual, you will write a series of four 250-500-word blog posts related to activities in the course and the media landscape/advertisements you observe while studying abroad in Italy. You may choose to incorporate photos and/or videos to enhance the content of your post. If you choose to create a video, you may narrate the video as part/all of your word count. Posts may be in first or third person. These posts are meant to be a record of your field notes.

The topics of your blog posts are as follows:

- 1) a market or restaurant/eatery
- 2) advertising/media
- 3) field trip
- 4) topic of your choice – must be related to class material

This may be related to your food category or brand, observations of consumer behavior in Italy, excursions, advertising, media, etc.

Each blog post should incorporate course concepts, particularly focusing on your understanding of the concept of ethnography. An ethnography is "a descriptive account of social life and culture in a particular social system based on detailed observations of what people actually do" (Johnson, Allan G., 2000, *The Blackwell Dictionary of Sociology* (2nd ed.). Oxford: Blackwell, p.111). Please refer to the Spring 2013 lecture and readings on ethnography. **You should be submitting your blogs as you observe and learn while in Italy.**

Brand Project

For your brand project, you will add to your knowledge and insights from your Food Category Presentations through research and observation of a brand from within your category while in Italy. The material from your food category presentation should be incorporated into this project. You may choose an Italian brand or a U.S./Global brand that is available and marketed in Italy from your assigned food category.

Then, you will collect information on your brand such as 1) history of the brand – what it is /not famous for; 2) sales and consumption trends of the brand as related to competitors; 3) “communication audit” of media events, campaigns or ads as well as advertising agencies involved in its development; along with 4) evaluation of the advertising and branding strategy – website, social media, etc. (i.e. in your opinion, what aspects of the brand work and which do not?). You will want to identify how it is marketed/positioned in Italy and possibly in the United States. For example, you may want to compare how a brand is marketed and positioned in Italy vs. the United States, and how culture of the country has a role in those decisions.

Additionally, you will provide an advertising strategy (audience description, creative strategy, media placement) for promoting your brand in Italy. If your brand is already widely marketed/advertised, you will need to come up with a new strategy based on what you have learned and observed.

The written report should look and read as a professional business document. It should be typed and should include visuals as appropriate. Relevant citations/sources should be cited within the text and a bibliography should appear at the end. Written reports should be no longer than 20 pages including all appendices, visuals, etc.

Tentative Course Schedule – Spring 2015

(schedule/guests may change depending on the pace of the course or guest speaker availability)

| Week/Date | Topics/Readings | Assignments Due |
|-----------------------|--|---------------------------------|
| Week 1 | Introduction/Course Overview Italian Culture/Values/Food | Pick food categories/brands |
| Week 2 – SPRING BREAK | | |
| Week 3 | Food & Culture (cont.) Branding <i>Readings:</i> (1) John O'Shaughnessy and Nicholas Jackson O'Shaugh (2000), "Treating the Nation as a Brand: Some Neglected Issues," <i>Journal of Macromarketing</i> , 20:56. (2) Joachimsthaler, Erich, and David A. Aaker. "Building Brands Without Mass Media." <i>Harvard Business Review</i> . | Reading Summaries 1 & 2 Due |
| Week 4 | Discussion of Food Category/Brand Reports Guest Lecturer: Fabio Parasecoli via Skype – How does food culture influence branding, advertising & popular culture? | Food Category/Brand Reports Due |
| Week 5 | Food and Drink Advertising Italian Advertising – Historical & Today, Regulation and Comparison to U.S. Advertising <i>Readings:</i> (3) Treise, D, Weigold, M. & Taylor, R.E. (2000), "When in Rome...Do as Britain Does: Italian advertising professionals talk about Italian advertising," Proceedings of the Annual Conference of the American Academy of Advertising, 200-06 Newport, RI. (4) Chiaro, Delia (2009), "Italians Doing it on the Web: Translating and Selling Italianness" VIAL, <i>Vigo International Journal of Applied Linguistics</i> (6), pages 33-49. (5) Girardelli, Davide (2004), "Commodified Identities: The Myth of Italian Food in the United States," <i>Journal of Communication Inquiry</i> , 28, 307. | Reading Summaries 3, 4, & 5 Due |
| Week 6 | Media Landscape & Regulation Italy vs. US Guest Lecturer: Brett Clifton <i>Readings:</i> (6) Media Landscape: Italy http://publicintelligence.net/ufouo-u-s-state-department-social-media-landscape-italy/ | Reading Summaries 6 & 7 due |

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| | <p>(7) U.S. State Department Social Media Landscape: Italy http://www.ejc.net/media_landscape/article/italy/</p> | |
| Week 7 | <p>Ethnography & Field Research <i>Readings:</i> (8) Parasecoli, Fabio. <i>Bite Me: Food in Popular Culture</i>. Oxford: Berg, 2008. Print. Tourism & Taste (9) Jorgensen, Danny L. (1989), <i>Participation Observation: A Methodology for Human Studies</i>, Applied Social Science Research Methods Series, Volume 15, Newbury Park, CA: Sage Publications. (eBook available through library - http://srmo.sagepub.com/view/participant-observation/SAGE.xml) "Participating in Everyday Life" (10) "Observing and Gathering Information"</p> <p>Field Study Orientation Guest(s): Study Abroad Office</p> | Reading Summaries 8, 9 & 10 due |
| Week 8 | <p>Intro to Italian Language Guest Lecturer: Elysse Longiotti (3:30 – 4:30 pm)</p> | Italian Feast – Bring your Italian dish to class |

MONDAY 18 MAY – 28 MAY 2015

Title: BRANDING ITALIAN FOOD PRODUCTS AND CUISINE.

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| 18 MAY Arrival in Rome Transfer to the Hotel Check-in Welcome kit 1 PM Welcome Lunch Icebreaking with the city 7 Welcome Aperitivo | 19 9-11 Security – Safety and Cultural Orientation 2-4 PM Lecture Food and ADV in Italy 4-6 PM Street Food Visits | 20 9.30-11.30 PM Lecture Food and ADV in Italy 11.30-2 PM Free for Lunch 2-3 PM Italian Language/ Survival 3-5 PM Food Visits Bread and Traditions in Rome 7 PM Pizza Dinner | 21 9.30 -11.30 PM Lecture Food and ADV in Italy 11.30-2 PM Free for Lunch 3-6 PM Eating Out Tour (new food Concepts in Italy) | 22 10-12.00 ADV Agency visit 12-2 PM Free for Lunch 2-4 PM Eataly (slow food intro) visit + tasting 4-7 PM Cooking Class (dinner included) | 23 1 day free (Potential day to visit Florence) | 24 Farmer Market visit + Porta Portese (optional) free time to visit Rome visits (Vaticans, Colosseo, Forums....) |
| 25 1 day Excursion OUT of Rome Cheese Production visit Lunch Included Winery and Vineyard visit | 26 9.30-11.30 PM meeting with a Brand (Olive Oil) 11.30-2 PM Free for Lunch 3-6 PM Food Visits Coffee and Gelato in Rome 6 PM wine and cheese tasting | 27 9.30-11.30 PM meeting with a Brand (Pasta) 11.30-2 PM Free for Lunch free time (Shopping) Farewell Dinner 8 PM | 28 Check Out Transfer to the Airport Departure to US | | | |