Made in Italy – Marketing the Italian Style  NEW!
Summer Quarter, Fall Semester, Winter Quarter, Spring Semester
Professor Francesca Passeri PhD

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.
Entrepreneurship - The Italian Way NEW!
Summer Quarter, Fall Semester, Winter Quarter, Spring Semester
Professor Clive Woollard

This course provides an in-depth study of the creative chaos of Italian entrepreneurship. From the Medici, who made a fortune and lost it again within a century, to Ferrari, the consummate entrepreneur; from Armani, Ferragamo, and Gucci to Luxottica and Del Vecchio’s sunglasses empire, students investigate the essence of Italian entrepreneurship. In addition, this course scrutinizes examples of family businesses, in which each new generation exhibits entrepreneurship (FIAT, Ferrero etc.), as well as instances of entrepreneurial endeavors that were not successful (e.g. Parmalat). The world of entrepreneurship is evaluated from the perspectives of management, finance, and marketing as well as incorporating sociological skills required to understand these enterprises. The course uses a large array of texts and academic sources that the students assess via real life case studies. Students visit a wide range of entrepreneurial contexts and have the opportunity to interview first hand a number of entrepreneurs and those that support entrepreneurship. Students also critically evaluate major issues such as globalization, sustainability, and ethics, which affect enterprises today.
Genius and Innovation in Italian Renaissance Art
Summer Quarter, Fall Semester, Winter Quarter, Spring Semester
Professor Cecilia Martelli

Course Description
The course explores the great renewal of the arts in Florence and Tuscany between the end of the Middle Ages and the advent of the new era of the Renaissance, thanks to the 'genius' and the deep innovations promoted jointly by painters, sculptors and architects. The renovation started in painting by Giotto in the 14th century induces Renaissance artists to a new and deep attention to the human figure, which has become the center of the world, and to a scientific interest in the representation of space and perspective. The rediscovery of Greek and Roman classical culture determines the new language of Renaissance architecture, founded in Florence by Brunelleschi, while sculptors such as Ghiberti, Donatello and Verrocchio and painters such as Masaccio, Beato Angelico and Botticelli renew the face of Florence, on commission of the Medici family and the city institutions. In the late Renaissance, a new wave of innovation is particularly affected by Leonardo da Vinci's interest in science and nature, Michelangelo's passion for human anatomy, the fascination of Raphael with the classical world, until Giorgio Vasari transforms the city at the request of the Medici, who have now become the Dukes.
Unity in Diversity: The Making of Italian Identity Through Food
Summer Quarter, Fall Semester, Winter Quarter, Spring Semester
Professor Peter Fischer

Course Description
This course explores the unique significance of food for the definition of “Italian-ness”. Pasta, pizza and cappuccino have become some of the most recognizable signs for Italian identity and they contribute to the creation of a coherent, unified image of Italy. To fully understand the evolution of this fascinating relationship between “Italian-ness” and food, a cornucopia of historical, cross-cultural and theoretical views is offered, drawing from history, anthropology, sociology, as well as from geography. The course will trace the historical evolution of Italian food culture in the geographical and cultural context of the Mediterranean from the times of the classical civilizations until today. Topics will include: Food as a Marker of Cultural Identity in the Classical Mediterranean World, Food as a Source of Sin and of Salvation, the Importance of Food for the Definition of Identity among Italian Immigrants in the United States as well as the Making of Italians after National Unification and the Particular Role of Food.

Lectures and class discussions will be supplemented by special food workshops in which we will explore the history, culture and taste of some Italian key products such as bread, wine and olive oil. We will visit food markets in Florence, and go on a fieldtrip to the Tuscan countryside. This course is designed for undergraduate students of history, anthropology, sociology and geography and students generally interested in food studies.
Course Description
This course has three main components. First, it will provide a coherent analytical framework for understanding some of the key ideas and issues informing the debate about the environment, about sustainability and sustainable food systems today.

Second, this course will investigate upon the historical conditions for the contemporary debate about sustainability, reviewing the evolution of different approaches towards the environment and food from the earliest hunting and gathering societies to present (post-)industrial societies. What can we learn from history about more sustainable approaches, meant to address the multiplicity of socio-economic and environmental issues that we are facing today?

The third and major part of this course will look at Tuscany and at Florence in particular, adopting Carolyn Steel’s fruitful concept of ‘Hungry Cities’ to focus attention on the interdependence between city (città) and countryside (contado), which among others has shaped the landscape and the architecture of this unique area of Italy. Lecture topics include the ‘Mezzadria System’ (sharecropping) as a historical model of sustainable rural development, contemporary policies to protect the Tuscan landscape and the environment as designed by the Regional Government of Tuscany, sustainable garbage collection in Florence as administered by the municipal government and the impact of international tourism on the environment and on the local food culture in Tuscany. A variety of outdoor activities will offer unique opportunities for students to engage with local community and to first hand delve into sustainable Tuscan wine, olive oil and honey production as well as to explore a unique sustainable urban gardening project in Florence and to find out how to grow gourmet mushrooms on coffee waste.
**Florence in Film  ** *NEW!*  
Summer Quarter, Fall Semester, Winter Quarter, Spring Semester  
Professor Chiara Tognolotti

**Course Description**

Florence is often seen as the most international and foreigner-friendly of Italian cities; on the other hand, its artistic and cultural heritage transform the city into the very icon of the whole country. Do these two perspectives collide or, on the contrary, do they end up merging together? What can we learn about Italy when we observe it through the lens of an outsider? Which are the stereotypes hidden behind these narrations, on the side of both the subject and the object of the gaze? And how does this representation change according to the gender, the social class, the origin of the bearer of the gaze?

These are only few of the many questions that arise when we turn to observing the representation of Florence and Tuscany as seen from a non-Italian perspective: and undoubtedly film is a perfect tool for conducting such an inquiry. Through a series of screenings of contemporary films set in Tuscany by non-Italian directors, this course will provide the students with an insight on contemporary Italian society and culture as seen from an unusual, and therefore stimulating, perspective.
Fashion and Media in Italy  NEW!
Summer Quarter, Fall Semester, Winter Quarter, Spring Semester
Professor Isabella Martini

Course Description
This course will train students to write and communicate about fashion, with a specific focus on Italy. On the one hand, students will learn the fundamentals of the historical evolution of fashion communication in the Italian media. The course will analyze events, campaigns, exhibitions, fashion shows, public relations activities, press days, customer management, and other fashion-related events to understand the communication strategies of the fashion industry for advertising and promotion purposes. The controversial impact of new technologies (social media, influencers, FOMO – the Fear Of Missing Out, and the increasing desire to disconnect) will also be discussed, along with a critical reflection on ethical matters concerning the role of fashion as a major influential presence in the media.

On the other hand, students will learn how fashion communication works, by acquiring and practicing communication skills in fashion communication projects. Students will understand hands-on how the fashion communication process develops, experimenting first-hand how to create fashion communication items (articles, blog entry, social media posts, etc.) and projects. Students will understand their potential as fashion communicators, and they will learn the basics to create a media campaign for the fashion industry, choosing the most suitable media outlets and sketching promotional projects. A critical analysis of how fashion language has evolved, from nineteenth–century fashion magazines to today’s blogs and influencers, will also help students acquire the fundamentals of how to communicate fashion.