Made in Italy – Marketing the Italian Style  NEW!
Summer
Francesca Passeri PhD

Course Description
This course examines the notion of “Made in Italy” as an intangible asset, how the image that accompanies the idea of “Made in Italy” abroad was created in the 1950s in Florence and how it evolved over time.

The main aim of the course is to explore how “Italian Style” has evolved and how it is marketed. To this purpose, innovative marketing and branding strategies utilized by the most important Italian brands in specific sectors – fashion, food, wine, design and art - will be analyzed and discussed in order to understand the most relevant qualities that define the notion of “Made in Italy” as a brand globally recognized. The focus will be on key Italian cultural products, their significance and symbolism, as well as the notion of “Country Branding” within the industrial, leisure, food and fashion sectors.

An array of educational tools – readings, lectures, guest lectures, in-class discussions, fieldtrips and visits to food and fashion retailers, fashion museums, design studios, and more – will allow students to acquire an in-depth knowledge of trend-setting marketing strategies. Students will experience products associated with the idea of “Italianness” first-hand, from concept to consumption.
4.0 quarter/2.7 semester units: upper-division.
Unity in Diversity: The Definition of Italian Identity Through Food
Summer
Professor Peter Fischer

Course Description
This is a challenging course on one of the most fascinating chapters in the history of food. We 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. The focus will be on understanding the extraordinary
significance of food for the definition of “Italianness”. 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 explore the evolution of this fascinating relationship between “Italianness” and food, a
cornucopia of historical, cross-cultural and theoretical views is offered, drawing from history, anthropology,
sociology, as well as from geography. Each class is based on a set of readings, and it is crucial that students
keep up with the readings and be prepared to discuss them in class. Some lectures will directly engage our
readings while others will provide contextualizing historical and theoretical information. 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: bread, wine and olive oil as well as coffee. Emphasis will be placed on
developing a methodological and structured approach towards how to taste these food items, covering all
of the essential elements of the subject, from the physiology and experience of the senses to tasting
techniques, tasting vocabulary, and quality assessment. We will visit food markets in Florence, and go on a
fieldtrip to the Tuscan country side. This course is designed for undergraduate students of history,
anthropology, sociology and geography and students generally interested in food studies.
4.0 quarter/2.7 semester units: upper-division.

Course Method
The course will be taught through a combination of formal lectures (based on power point presentations and
video clips) class discussions, student presentations, tastings and out-door activities designed to engage
students with the local community such as a culinary walking tour in Florence and a field trip to the Tuscan
countryside.

Objectives of Course and Learning Outcomes
By the end of the course, I hope that you will have a better understanding of the complexity of the
relationship between Italians and food and of the historical and social construction of ethnic and cultural
identity. In addition, the class is intended
• to explore the relevance of an interdisciplinary approach studying food;
• to understand the historical and social construction of taste;
• to develop an understanding of food as a most fundamental cultural aspect of Italian society and
• to acquire a basic Italian vocabulary pertaining to food and
• to communicate your ideas quickly and effectively in written and oral formats.
Furthermore, the course will address historical skills or habits of mind:
• Using documents and other primary data: developing the skills necessary to analyze point of
  view, context, bias, and to understand as well as interpret information.
• Developing the ability to assess issues of change and continuity over time.
• Enhancing the capacity to handle diversity of interpretations through analysis of context through
  bias, and frame of reference.
• Constructing and evaluating arguments: using evidence to make plausible arguments.

Course Requirements

Revised 9/2017
This is an introductory course and as such, there are no prerequisites. However, a genuine desire to learn will be infinitely useful. Course requirements include regular class attendance, class participation, required readings and pop quizzes, a site report, a mid-term exam and a final exam.

**Required Readings**
Material contained in course reader.

**Suggested readings**

**Grading**
Class Participation, Required Readings, and Pop Quizzes (15%)  
I expect that you will be committed to giving a professional effort in this class. Participation means active engagement in the course: being consistently prepared for class (having really read that day’s assignments), asking questions, responding to questions, offering your own insights and opinions, attentive listening to others. Class participation grades are not automatic. I begin by assuming a C for each student’s class participation grade and move from there. The Required Readings are an integral part of this course and should not be considered supplemental. Reading assignments should be done for the class day they are assigned. Unannounced Pop-Quizzes covering reading assignments may be given periodically throughout the semester; these quizzes cannot be made up unless a valid doctor’s certificate is provided.

Short Writing Assignment (Site Report) (15%)  
Since students are experiencing a different food culture here in Italy it is important to supplement lectures, class discussions and readings with visits to locations where food is produced, processed, distributed and consumed. Specifically, students need to write one site report, devoted to food distribution in Florence (food market review). For this report, students write about 500 words to describe what they observe, then another 500 words to make at least 3 connections to class readings and discussions. This report should be typed and double spaced. It is worth 15% of the grade. There should be a one or two sentence introduction in which students identify the place they have visited and the circumstances (companions, day of the week, time of day, etc). The report should include a one or two sentence conclusion which tells me how they felt about their experience.

Mid-Term Exam (30%)  
An exam covering all topics presented until the mid-term exam. It will consist of a series of multiple choice and short answer questions and one short essay (about one page) chosen among two questions. The exam will take approximately 90 minutes to complete and will constitute 30% of the final grade.

Final Exam (40%)  
The final exam is the final step in the sequential learning process the course involves. In this exam students will bring together the various concepts/topics they have studied. The exam will take approximately 120 minutes to complete and will constitute 40% of the final grade. This is the only time the exam will be given. Students who plan to depart prior to the exam should not take this course. Students must pass the final exam to pass the course.

**Review Sessions**
Thorough review sessions are held prior to both the midterm and final exams. A written study guide will be made available for students.

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Genius and Innovation in Renaissance Art
Summer
Professor Cecilia Martelli

Course Description
This course is designed for students interested in an in-depth exploration of the artistic production of Italy from the 14th to the 16th centuries, with a special focus on Florence and its social, political and devotional context. Starting with the Gothic, the course will follow the development of different forms of art – painting, sculpture and architecture – up to the middle of the 16th century, thus covering the period known as the Renaissance. This time underwent an extraordinary renewal in all fields of human knowledge, from literature and philosophy to the visual arts, the latter being considered a fundamental instrument for the investigation of nature and of human experience. The course analyzes how the recovery and study of ancient sources and the work of contemporary humanists inspired and stimulated painters, sculptors, and architects.

For the analysis of the Early Renaissance and its continuity with and renovation of Medieval art, special emphasis is placed on such figures as Giotto, Ghiberti, Donatello, Brunelleschi, Masaccio, and Fra Angelico. Moving on to the High Renaissance in the second part of the course, the works of Botticelli, Leonardo, Michelangelo, the young Raphael and Giorgio Vasari are considered in the light of the Medici family political rule and artistic patronage.

Through lectures, class discussions, and frequent site visits, the course aims at training students to study works of art in their original context, to recognize iconographic features and subjects and distinguish the different styles and techniques used by the artists.

4.0 quarter/2.7 semester units: upper-division.

Learning Outcomes
The aim of the course is to teach the students the fundamentals of Renaissance art produced in Florence. By the end of the course students should be able to:
- Analyze, identify and date the works of the main Renaissance artists
- Recognize and distinguish different stylistic developments, individual artists’ styles and the main techniques in painting and sculpture
- Explore issues affecting the visual arts in Florence, such as politics, patronage, religion, and philosophy
- Master a basic knowledge of methodological approaches to Art History, such as formal analysis, iconographic analysis, and social history
- Address an art historical subject and analyze it critically
- Use a small vocabulary of Italian terms related to the field of art and Art History

Prerequisites
There are no prerequisites for the course, but students must be highly motivated and demonstrate their ability to work independently. The course is held in English, with some Latin/Italian terminology related to the period examined.

Class meetings
Class meetings will consist of weekly meetings (in class lectures or site visits) unless otherwise noted in the calendar. For visits to museums or churches students will meet the instructor at the location.

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specified on the syllabus. Students are responsible for knowing the class schedule listed below and for carrying their Museum Pass. Failure to show up on time will result in an absence for the class.

**Attendance**
Class attendance is absolutely mandatory and only one absence is allowed for this class. Please refer to the Academic Handbook for the attendance policy in place in the program. Midterm and final exam must be taken on the days they are scheduled. There are no make-ups for missed work, unless evidence of medical need is provided. For the no make-ups policy, refer to the Academic Handbook.

**Texts and resources**
- Michael Baxandall, *Painting and Experience in Fifteenth-Century Italy*
- Giorgio Vasari, *Lives of the Artists*

**Reading Assignments**
Students are expected to complete weekly reading assignments on the Florentine art and culture to be addressed that week. Preparation of the assigned readings is fundamental to active participation in class discussions and will factor into the class participation grade.

**Written assignments**
One paper (8-10 pages) on a given topic and involving close visual analysis of monuments or works of art (painting, sculpture, or architecture). Essay prompts will be given out in class. Students can also propose an essay topic for which they will need to receive approval in advance. All sources, including those taken from the internet, must be quoted at the end of the paper. The paper is due at the beginning of class on Dec. 4. Topics and specific guidelines will be provided mid-way through the course.

**Exams**
The midterm and the final exam will test student knowledge of the works of art covered in class. Students will be expected to identify and analyze monuments, works of art, artists, and techniques from slides, and to discuss them in their cultural context.

**Grading**
- Class participation: 20%
- Paper: 25%
- Midterm exam: 25%
- Final exam: 30%

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Entrepreneurship - The Italian Way
Summer

Details Coming Soon!