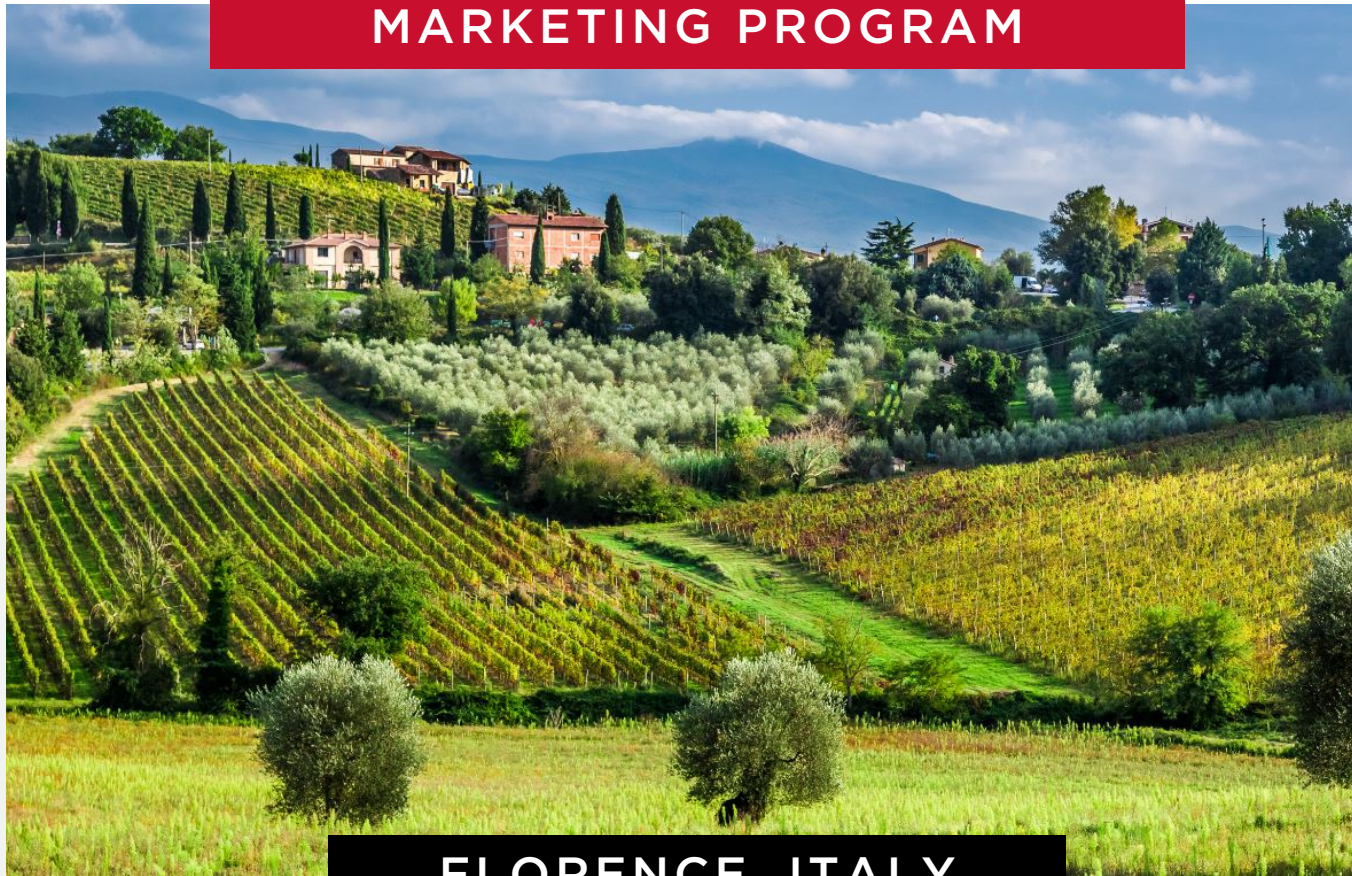


FALL SEMESTER WINE MARKETING PROGRAM



FLORENCE, ITALY

The wine marketing program with Global Fairfield 's Center, Florence University of the Arts (FUA), has been developed in response to the rapid growth of the wine sector locally, nationally, and internationally and the various career opportunities that are available in this field. This program will explore the worldwide wine industry with a focus on Italian wines from Tuscany.

Students will learn real-world wine marketing management essentials, both in the classroom and through local experiential learning opportunities through a collaboration with FUA's Community Engagement Member Institutions (CEMI). CEMI partners provide dynamic learning environments created to foster learning through a structured interaction with the community. Students will be involved in learning by doing through real projects and integration with the local population and territory.

The wine marketing program gives you the knowledge and experience you need to develop your career in the growing wine industry. With an emphasis on the marketing side of wine, courses focus on subjects such as marketing strategies, international marketing and food and wine pairing.

COURSEWORK IN THIS PROGRAM

1. **Wine Communication & Marketing EL 6cr** — MKEL marketing elective 6 credits
- 2a. **International Marketing** — direct equivalent MKTG 3312 Global Marketing (Marketing majors are not permitted to take this course abroad - must be satisfied at Fairfield) 3 credits
- 2b. **Art Fashion Food Wine Creative Advertising** — Digital Journalism Major Elective (ENDE); Public Relations Major Elective: Media - Focus (COMF) 3 credits
3. **Table and Wine Grapes of Italy** — ELCT 3000 — 3 credits
4. **Italian Wine Appreciation** — ELCT4000 — 3 credits
5. **Core or Elective** — 3 credits

EMPLOYMENT OPPORTUNITIES

The wine industry employs hundreds of thousands of people. Participants in this program could pursue a career as a:

- Marketing professional
- Direct-to-customer marketing manager
- Wine sales manager
- Wine entrepreneur

Did you know Fairfield Alumni, Ardian Llomi '11, MS'14 and Neviana Zhgaba '11, MS '13 are owners of a vineyard right here in Connecticut?

Learn more on our website fairfield.edu/globalfairfield under Florence Semester Program.



Fairfield University