



UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	<b>Mednarodni trg vina</b>
Course title:	<b>International Wine Marketing</b>

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Vinogradništvo in vinarstvo, I stopnja	/	3	1/2
Bachelor's Programme in Viticulture and Enology (First Level)	/	3	1/2

Vrsta predmeta / Course type: Izbirni / Elective

Univerzitetna koda predmeta / University course code: 1VV314

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
20		5		5	60	3

Nosilec predmeta / Lecturer: Višji predavatelj/higher lecturer mag. Pierpaolo Penco

Jeziki / Predavanja / Lectures: Angleško/English  
Languages: Vaje / Tutorial: Angleško/English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Potrebno je znanje degustiranja vina in razumevanje osnovnih marketinških zakonitosti.

Prerequisites:

Knowledge of sensory evaluation of wines and general marketing rules.

Vsebina:

1 Uvodni modul: osnovni podatki  
Razvoj mednarodnega trga z vinom: EU, Evropa, svet  
Elementi mednarodnega trženja vina  
Moda in trendi

2 Sedanja vinska paradigma  
Stari svet proti novemu: nastanek in razvoj koncepta  
Mednarodna vinarska kompeticija in vplivi na trženje

3 Analiza posameznih trgov  
Slovenija in možne primerjave  
Države starega sveta – primeri  
Države novega sveta – primeri

Content (Syllabus outline):

1 Introduction: basic data  
The development of international wine market: EU, Europe, world  
Elements of international wine marketing  
Fashion and Trends

2 The current wine paradigm  
The old wine world vs. new: the emergence and development of the concept  
International wine competition and impacts on marketing

3 Analysis of individual markets  
Slovenia and the possible comparisons  
Member of the old world - examples



#### 4 Mednarodno trženje vina

Analiza trga  
Strateško trženje (segmentacija, targeting, pozicioniranje)  
Planiranje v mednarodnem trženju  
Izvoz in prodaja vina v tujini

#### 5 Učinek 'Geografskega porekla'

Vloga turizma  
Trajnostna, 'zelena' in okolju prijazna vina

#### VAJE

Poiskati prave informacije. Primerjalne degustacije in cenovne primerjave. Analiza vinske ponudbe na mednarodni polici. Obisk vinarjev/kleti z močno mednarodno prisotnostjo na trgu.

#### Member of the New World - examples

#### 4 International wine marketing

Market analysis  
Strategic marketing (segmentation, targeting, positioning)  
International marketing planning  
International trade chain  
Export management and sales

#### 5 The "Country of Origin effect"

The role of tourism  
Sustainable, "green" and environmentally-friendly wines

#### TUTORIALS

Find the right information.  
Comparative tastings and price comparisons.  
Analysis of international wine offers.  
Visit winemakers / wine cellar with a strong international presence on the market.



Temeljna literatura in viri / Readings:

- Izročki predavanj/Slides
- Resnick E., Wine Brands: Success Strategies for New Markets, New Consumers and New Trends, Palgrave Macmillan (2008)
- Hall C.M. and Mitchell R., Wine Marketing. A practical guide, Butterworth-Heinemann, 2008 (chapters 1 and 2)
- Wine Business International, Meininger's Verlag ([www.wine-business-international.com](http://www.wine-business-international.com))
- [winebusiness.wordpress.com](http://winebusiness.wordpress.com) (in Italian)

Cilji in kompetence:

Namen predmeta je predstaviti razmere na svetovnem trgu vina. Študenti morajo dobiti osnovne parametre s pomočjo katerih bodo uvideli, da je za uspešno trženje vin kakovost le vstopnica ter da je kompeticija na mednarodnem nivoju tista gonilna sila pri razvoju blagovnih znamk tako kleti kot tudi vinskih področij.

S pomočjo razlage razvoja dogodkov v posameznih državah in ob primerjalnih degustacijah vin, ki imajo vodilno vlogo na posameznem trgu, študenti pridobijo občutek za dejanski vinski trenutek.

Objectives and competences:

The purpose of this course is to illustrate the situation on the world wine market. Students must obtain the basic information whom will help them to understand, that the quality of wine is only entrance ticket to the wine marketing. It is also important to know that the importatnt international competition is pushing wineries and wine regions to the development of brands.

Study of progress of events in different countries and comparative tasting of wines will help them to understand the actual wine moment.

Predvideni študijski rezultati:

Znanje in razumevanje

- Vpliv globalizacije na vinarsko industrijo,
- vloga novih akterjev (zlasti neevropske države proizvajalke),
- spoznati vzorce potrošnje,
- mednarodne trgovine,
- večja vloga blagovnih znamko vin v primerjavi s tradicionalnimi vini s »poreklom«,
- mednarodni trgi.
- vodenje in vloga strateškega in operativnega trženja.
- na osnovi ugotovljene segmentacije določiti kakšen cilj, pozicioniranje in razlikovanje se mora uporabiti v okviru vinogradniškega posestva ali na določenem področju,
- vloga potrošnika v različnih trgih,
- analiza primerov (posebej primer Scoppetino iz Perpotta)
- vloga turizma za vinarski in živilski branži, kot način za razlikovanje od globalnih

Intended learning outcomes:

Knowledge and understanding

- The impact of globalization on the wine industry,
- The role of new actors (especially non-European producers),
- Recognize patterns of consumption,
- International trade,
- Increased role of brand name of wines compared to traditional wines with "origin"
- International markets.
- Management and the role of strategic and operational marketing.
- Based on the segmentation to determine what the objective of positioning and differentiation must be used in a context of a vineyard estate in a particular area,
- The role of the consumer in different markets,
- Analysis of cases (especially Schioppettino di Prepotto)
- The role of tourism for wine and food branch industry as a way to differentiate from global competitors and to achieve the final consumer,



<p>konkurentov ter za doseg končnega kupca,</p> <ul style="list-style-type: none"> <li>kaj bi lahko Slovenija in slovenski vinarji naredili na tem področju</li> </ul>	<ul style="list-style-type: none"> <li>understanding about what could Slovenia and Slovenian winemakers do in this area</li> </ul>
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Metode poučevanja in učenja:

Predavanja, seminarske vaje, demonstracija praktičnih primerov, terenske vaje

Learning and teaching methods:

Lectures, tutorials, demonstration of practical examples, field work

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Prisotnost na predavanjih	10 %	Class participation
Delo v skupinah in udeleženosť v diskusijah	40 %	Group assignments and class discussion
Izpit	50 %	Exam

Reference nosilca / Lecturer's references:

Nosilec je višji predavatelj za področje Marketing na UNG/Higher lecturer for the field of Marketing at University of Nova Gorica

Publications of last 5 years/Lista publikacij zadnjih 5 let

*Academic research – Conference papers*

1. P.De Luca, G. Gallenti, P.Penco: "Nuovi clienti in nuovi mercati: il vino italiano in India", in "Le relazioni tra innovazione e internazionalizzazione. Percorsi di ricerca e casi aziendali" (a cura di P.De Luca), Edizioni Università di Trieste, Trieste 2015.
2. P.De Luca, P.Penco: "The role of packaging in marketing communication: an explorative study of the Italian wine business", 3<sup>rd</sup> International Wine Business & Marketing Conference, July 6-8, 2006, Montpellier (France)

*Publications (Wine Industry management)*

1. P.Penco, "Vini a basso contenuto alcolico: moda o nuova frontiera?", Il Corriere Vinicolo anno 87 n.12, April 21st, Editrice Unione Italiana Vini, 2014
2. P.Penco, "Mercato globale, una bussola per non sbagliare rotta", Il Corriere Vinicolo anno 87 n.10, March 31th, Editrice Unione Italiana Vini, 2014
3. P.Penco, "30 blogger da tutto il mondo in FriuliVG", Q.B. – Quanto Basta FVG, October 2011
4. P.Penco, "26 milioni di persone che cercano un motivo in più", Il Corriere Vinicolo anno 84 n.28,



- July 11th, Editrice Unione Italiana Vini, 2011
5. P.Penco, "For any further information", Il Corriere Vinicolo anno 84 n.16/17, April 25th, Editrice Unione Italiana Vini, 2011
  6. P.Penco, "E' iniziata la Prosecco Decade", Il Corriere Vinicolo anno 84 n.6, February 1st, Editrice Unione Italiana Vini, 2011
  7. P.Penco, "Il mercato dei fine wines in tempo di frugality", Il Corriere Vinicolo anno 83 n.45, November 15th, Editrice Unione Italiana Vini, 2010
  8. P.Penco, "UK - Off Trade: La promozione ammazza la curiosità", Il Corriere Vinicolo anno 83 n.23, June 7th, Editrice Unione Italiana Vini, 2010
  9. P.Penco, "UK - On Trade: Al ristorante non gira", Il Corriere Vinicolo anno 83 n.23, June 7th, Editrice Unione Italiana Vini, 2010
  10. P.Penco, "Correrà come prima", Il Corriere Vinicolo anno 83 n.22, May 31st, Editrice Unione Italiana Vini, 2010
  11. P.Penco, "Quando il marchio vuol dire fiducia", Il Corriere Vinicolo anno 83 n.18, May 3rd, Editrice Unione Italiana Vini, 2010
  12. P.Penco, "Grande è bello? Forse non più", Il Corriere Vinicolo anno 83 n.15, April 12th, Editrice Unione Italiana Vini, 2010
  13. P.Penco, "Il nuovo passa dal verde", Il Corriere Vinicolo anno 83 n.15, April 12th, Editrice Unione Italiana Vini, 2010
  14. P.Penco, "Un'orma sempre più leggera", Il Corriere Vinicolo anno 83 n.15, April 12th, Editrice Unione Italiana Vini, 2010
  15. P.Penco, "Il valore dell'origine si riconosce a colpo d'occhio", Il Corriere Vinicolo anno 82 n.12, March 23rd, Editrice Unione Italiana Vini, 2009
  16. P.Penco, "Vino e brand Italia - questione di lifestyle", Il Corriere Vinicolo anno 82 n.4, January 26th, Editrice Unione Italiana Vini, 2009