

SUBMITTED BY: Dolores Pigoni-Miller

STRATEGY NAME: Interdisciplinary Business / FL Commercial Project

PURPOSE/OBJECTIVES: To research an Italian product and market it creatively to American consumers.

MATERIALS NEEDED: Internet and Photostory

PROCESS:

(Part I) Italian students will work in pairs to select and research an Italian product. The groups must demonstrate a strong understanding of their product, its company's history, and its product's appeal. They must also present examples of how the product is marketed in Italy. The groups will present their products and all of the information that they have gathered to our class. The presentations will be in Italian.

(Part II: Interdisciplinary Component) Each Italian pair will be grouped with small groups of Business students. The Italian students will present their Italian product to their business partners who in turn will help create an American advertising campaign for the Italian product. Together, the groups will decide what changes will need to be made to the product (if any), and the best way to market it. Finally, the team of students will create a commercial/podcast for the product. Students in class will vote on whether or not they would be inclined to purchase the product.

Suggestions for Italian products:

Fashion/Fragrances/Accessories
Motorcycles

Gucci
Armani
Dolce & Gabbana
Versace
Bottega Veneta
Prada

Food

Barrilla
Prosciutto di Parma
Parmigiano Reggiano
Mozzarella di Buffala
Galbani Gorgonzola
Vivoli gelato

Cars /

Ferrari
Maserati
Fiat
Alfa Romeo
Ducati
Guzzi

<u>Film</u>	<u>Appliances</u>	<u>Italian Ceramics</u>
Manuale d'Amore Tre metri sopra il cielo Ho voglia di te La notte prima degli Esami	Miele washers and dryer Simec gelato makers DeLonghi espresso maker Gaggia espresso maker Salina kitchens	Maiolica
Additional notes / Comments:		