

## **SUMMER SESSION I (24 maggio - 30 giugno)**

### **Food & Beverage Tourism**

A cross-disciplinary exploration of the role of food and beverage in tourism, including motivation for food/culinary tourism, cultural aspects of food tourism, marketing and branding of food tourism, and development of food and beverage attractions. Students will explore, investigate, and critique culinary tourism offerings in the local area.

This course takes a holistic view of food and beverage consumption of travelers, considering historical, anthropological, cultural, and marketing perspectives. Using this knowledge, students will be able to evaluate and design food and beverage tourism attractions or activities.

**Professor: Matthew Stone, PhD**

### **Intercultural Communication**

This course offers an introduction to the major issues related to intercultural communication. The main course objectives are to provide students with an understanding of the intercultural communication process, to develop the skills necessary to analyze intercultural interaction episodes, and to reflect on one's own communicating behaviour in intercultural settings.

**Professor: Dr. James Mitchell, PhD**

## **SUMMER SESSION II (5 luglio - 30 luglio)**

### **Food and Culture**

This course explores connections between what we eat and who we are through cross-cultural study of how personal identities and social groups are formed via food production, preparation, and consumption. The food people eat supports, or helps define, cultural identity. This includes consideration of how food choices are determined, what 'good' food means, and how food production, preparation and consumption contribute to and reflect cultural identity. The course seeks to provide students with theoretical and empirical tools to understand and evaluate food systems.

We will initially explore the general topic of food and culture to present a background in which to discuss the specifics of identity and meaning. The role of food will be examined in a number of different communities. We will discuss specific topics, such as, food as family/community, food taboos, gender and kinship, voice and identity, symbolic and expressive culture, feasts, festivals, fasts, famine, religion and spirituality, race and ethnicity, nationalism, class and social stratification, politics of globalization, among others. We will start from global context and then dive into local Italian food culture.

**Professor: Jesse Dart, PhD**

## **International Retail Marketing: Drive Sales All Over the World**

This course covers the essentials of retail management; market segmentation and market research for retail operations, buying and pricing functions, inventory control, budgeting, nature of change, employee management, online retailing, and customer service. The course will explore these topics in regards to the US but also how they differ on an international level. There will be an emphasis on local products, fashion /food/wine and how sales are different in the local economy where the course is taught. It includes walking field trips to local retailers to assess similarities and differences in the retail environment.

**Professor: Kristin Minetti, MBA**