

# Highlights

This multidisciplinary program offers students a unique opportunity to situate their learning during two 3 credit undergraduate courses offered in conjunction with the Ischia Film Festival in Ischia, Italy. Two intense weeks in Charleston cover basic course content and prepare students to maximize their learning during two weeks abroad on this beautiful island. Students will:

- ☛ Attend major international film festival
- ☛ Screen new films as they are released
- ☛ Attend conference sessions on movie tourism, product placement, and film marketing
- ☛ Learn about Italian film in its natural environment
- ☛ Travel to Naples and Pompeii
- ☛ Interact with film makers, producers, actors, and marketers
- ☛ Satisfy humanities requirement
- ☛ Prepare a real life marketing plan
- ☛ Enjoy the beautiful island of Ischia while you learn!

## Requirements:

Overall GPA of 2.5 or better  
Passport valid for 6 months past trip dates  
For MKTG260: Sophomore Standing  
For MKTG360: MKTG302

# The Faculty



**Dr. Giovanna DeLuca** is an Associate Professor of Italian and teaches language and cinema. She has organized several film festivals at the College and has lectured at the Ischia Film Festival in

Italy. She also wrote an article about the Ischia Film Festival for the American-Italian newspaper Oggi. She is native Italian, from Naples, who knows the Campania region, including the Amalfi Coast and nearby islands, intimately. Email [delucag@cofc.edu](mailto:delucag@cofc.edu), phone XXX-XXX-XXXX.



**Dr. Anne Brumbaugh** is an Associate Professor of Marketing with 15 years experience teaching marketing planning courses and dozens (if not hundreds) of student marketing plan

projects under her belt. She has international teaching experience in Moscow, Budapest, Teotitlan, and South America (Brazil, Argentina, & Chile). Email [brumbaugh@cofc.edu](mailto:brumbaugh@cofc.edu), phone 336-918-7612.

## To apply, contact:

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**Undergraduate Study Abroad**

## Ischia, Italy

**June 14 – July 10, 2010**

**15 days/14 nights in Ischia**

**Six (6) Credits**

## LTIT 270 Introduction to Italian Cinema

Interdisciplinary Humanities Course

## MKTG260/360 Film Festival

### Marketing Plan Project

General Elective (MKTG260) –or–  
Marketing Elective (MKTG360)

**COLLEGE of  
CHARLESTON**

# The Courses

In **LTIT 270 Introduction to Italian Cinema**, an interdisciplinary humanities elective, students will explore aspects of Italian cinema as they attend movie premieres, visit with producers and writers to learn their trade, and analyze films in the context of the geography and culture in which they were conceived, written, and produced. A seminar format will enable students to participate actively in the analysis of the films and consider the contemporary cultural context in which they are presented.



In **MKTG260/360 Film Festival Marketing Plan Project**, students will write a marketing plan for the festival. They will attend conference sessions on movie tourism, product placement, and other aspects of movie marketing. In addition, students will meet with festival organizers to evaluate the marketing objectives for the event, which will be addressed in the marketing plan developed during the course. Visits with the



local tourist office and Chamber of Commerce provide additional background.

# Ischia, Italy

**Ischia** is the largest of three islands off the coast of Naples. Volcanic activity gave the island the gorgeous yet rugged landscape and hot springs for which it is famous. A quick water taxi ride from Naples, the island was settled by the Greeks around 770 B.C. Today, Ischia is a favored destination for both tourists and filmmakers because of its beauty and climate. The Aragonne Castle, the gardens at La Mortella, and Mount Epomeò are just a few of Ischia's notable attractions.



## The program fee of \$4498 includes:

- Roundtrip airfare to and from Naples
- Airport to hotel transfers
- 14 nights hotel stay with breakfast
- Festival registration
- Excursion to Naples (includes lunch)
- Excursion to Pompeii (includes lunch)
- Excursion to Amalfi Coast (includes lunch)
- Tuition and food separate expenses*

# The Festival

The **Ischia Film Festival** was launched in 2003 to award artistic recognition to the producers and directors of full length feature films, shorts, and documentaries who have most creatively featured “locations” - in Italy or abroad - representing their human, historical, and social reality, promoting awareness of their culture, tradition, and natural beauty, thereby enhancing audience desire to visit these locations and experience first hand some of the emotions conveyed by the films.



## Key Dates and Program Schedule:

March 5	\$250 Deposit Due
April 15	Final Program Enrollment
June 14- June 23	Charleston Classes
June 25	Depart for Italy
June 26-July 2	Film Festival and Seminars
July 3-9	Seminars and Excursions
July 10	Depart for Charleston
July 15	LTIT 270 Paper Due
July 22	MKTG260/360 Marketing Plan due