

VWT-241: WINE MARKETING

Effective Term

Fall 2015

BOT Approval

4/9/2015

SECTION A - Course Data Elements
CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Agricultural Production (Any Degree and Professional Experience)	

Subject Code

VWT - Viticulture and Winery Technology

Course Number

241

Department

Viticulture and Winery Technology (VWT)

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Wine Marketing

Short Title

Wine Marketing

CB03 TOP Code

0104.00 - *Viticulture, Enology, and Wine Business

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

B - Advanced Occupational

Rationale

Title changes to reflect shift in course emphasis and to distinguish it from new course VWT 242, "Wine Sales and Distribution." Alterations in course content as needed to accomplish shift in course emphasis.

SECTION B - Course Description
Catalog Course Description

Introduction to wine marketing methods, to basic approaches to packaging, and the advertising and promotion of wine.

SECTION C - Conditions on Enrollment
Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**Limitation on Enrollment**

Student must be at least 18 years of age.

SECTION D - Course Standards**Is this course variable unit?**

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Emergency Only
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:

1. Basic wine marketing and sales methods.
2. Wine types from California and world wine-producing districts.
3. Applicable federal, state and local regulations.
4. Sources of subject matter research materials.
5. Technical writing styles appropriate to subject matter.
6. Interpersonal skills required in the workplace.
7. Skills required in the workplace.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Describe the basic elements of marketing theory.
2. Use marketing terms correctly.
3. Assess the level of competition in a market.

4. Evaluate the overall condition of the market.
5. Create a particular niche in a market.
6. Plan and carry out market research.
7. Analyze the demographics of a target market.
8. Compare different advertising and promotion methods.
9. Use graphic design as part of a marketing strategy.
10. Consider the role of public relations in marketing a product.
11. Propose a budget for a marketing campaign.
12. Compare the marketing value of distributors, brokers and direct winery sales.
13. Plan and implement an overall marketing package.

Course Content

1. Marketing theory
2. Marketing vocabulary
3. Analysis of competition
4. Analysis of the general market situation
5. Defining a marketing niche
6. Market research
7. Demographics
8. Advertising and promotion methods
9. Graphic design
10. Public relations
11. Budgets for marketing campaigns
12. Distributors, brokers, direct winery marketing
13. Packaging the product

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	
Lecture	

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Exams/Tests	A midterm examination and a final examination.
Essays/Papers	A term paper in which the student describes a complete marketing strategy for a particular wine type.

Assignments

Reading Assignments

Assigned readings from the textbook (example: "The MaxiMarketing Model") -

Assigned readings from the textbook (example: "Great Moments in Marketing Communication")

Writing Assignments

Writing:

Essay or short paper (example: a term paper in which the student describes a complete marketing strategy for a particular wine type)

Problem Solving:

Essay or short paper (example: an essay question on the midterm examination in which the student selects from alternative marketing strategies and justifies the choice for the marketing of a particular wine type based on real or hypothetical market conditions).

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Dr. Stephen J. Krebs

Title

VWT 241 Workbook

Edition/Version

1st

Publisher

NVC Printing

Year

2006

Proposed General Education/Transfer Agreement

Do you wish to propose this course for a Local General Education Area?

No

Do you wish to propose this course for a CSU General Education Area?

No

Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?

No

Course Codes (Admin Only)

ASSIST Update

No

CB00 State ID

CCC000308380

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No