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**Course Outline for VWT 50**  
**WINE MARKETING AND SALES**  
**Effective: Fall 2004**

**I. CATALOG DESCRIPTION:**

VWT 50 — WINE MARKETING AND SALES — 3.00 units

An introductory overview of the wine industry: production, planning, marketing channels, advertising, promotion, packaging, pricing, retail/wholesale distribution and public relations. 3 hours.

3.00 Units Lecture

**Grading Methods:**

Letter or P/NP

**Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**IV. MEASURABLE OBJECTIVES:**

**Upon completion of this course, the student should be able to:**

1. understand the three-tiered distribution system of wine sales in the United States and the legalities of wine promoting and sale
2. identify and compare marketing and sales strategies of a larger winery vs. a smaller winery
3. identify and explain the various types of wine packaging
4. explain brand establishment and management
5. explain market niches and bottle pricing
6. explain a target marketing survey and how it works
7. understand the concept of supply and demand and how it affects wine sales
8. explain how public relations affects wine sales
9. develop, design and print a legal wine label
10. understand how to develop, read, and interpret a winery finance spread sheet
11. propose a comprehensive plan to promote and successfully market a specific wine label

**V. CONTENT:**

- A. Wine Industry Overview
- B. Winegrape Supply and Economics
- C. Basic Marketing Principles
- D. The American Market for Wine
- E. Industry Operations and Production Strategies
- F. Regulation of Production and Marketing
- G. Packaging: Corks, Bottles and Labels
- H. Wine Label Legalities
  - I. Brand Planning Establishment and Management
  - J. Market Niches and Pricing
- K. Channels of Distribution
- L. Account Calls
- M. Basic Marketing: Retail, Restaurant and Tasting Room
- N. Winery Costs and Profitability
- O. Public Relations and Media

**VI. METHODS OF INSTRUCTION:**

- A. **Lecture** -
- B. **Audio-visual Activity** -
- C. **Field Trips** -
- D. **Discussion** -

**VII. TYPICAL ASSIGNMENTS:**

- A. Weekly reading assignments 1. Read Chapter 3 in Moulton and Lapsley on Market Audits B. Short typical essays 1. Research a large and a boutique winery and compare challenges in their marketing strategies. 2. Develop a marketing plan

for hypothetical winery.

#### VIII. EVALUATION:

##### A. **Methods**

1. Exams/Tests
2. Projects
3. Field Trips
4. Class Participation
5. Home Work
6. Final Performance
7. Other:
  - a. Methods
    1. Mid-term examinations
    2. Homework assignments
    3. Student participation and field trip attendance
    4. Marketing plan (course project)
    5. Final exam
  - b. Sample questions
    1. Pick one of the four given hypothetical wineries and write a detailed marketing plan. You will explain and defend your plan to the class during the last two weeks of the course.
    2. Which of the following is not one of the four most important questions in a market audit?
      - a. What market segment is the winery targeting?
      - b. What are the wineries two closest competitors?
      - c. What are the major retail outlets that would carry the product?
      - d. What is the winery's unique selling proposition
    3. Frequency
      - a. Discussion each class period
      - b. At least 2 min-terms
      - c. One major course projects
    4. A good web site for a winery will not links to other sites?
      - a. True
      - b. False

##### B. **Frequency**

#### IX. TYPICAL TEXTS:

1. Brain K. Julyan *Sales and Service for the Wine Professional*. 2nd ed., Thomson Learning Publishing, 2003.
2. Kirby S. Moulton and James T. Lapsley *Successful Wine Marketing*. 1st ed., Kluwer Academic Publisher, 2001.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS: