

Discipline: Agriculture	Sub-discipline: Wine Education/Enology
General Course Title: Wine Marketing and Sales	Min. Units: 3 Semester
Proposed Suffix:	
<p>Course Description: An introductory overview of the wine industry: production, planning, marketing channels, advertising, promotion, packaging, pricing, retail / wholesale distribution and public relations.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • Identify marketing principles and strategies in marketing wines • Identify the various methods of advertising, promoting packaging and pricing of wines • Explain the three-tiered distribution system • Explain brand establishment, brand management and brand market planning • Propose a comprehensive plan to promote and successfully market a specific wine label 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. Wine Industry Overview 2. Wine grape Supply and Economics 3. Basic Marketing Principles 4. The American Market for Wine 5. Industry Operation & Production Strategies 6. Regulation of Production and Marketing 7. Packaging: Corks, Bottles and Labels 8. Wine Label Legalities 9. Brand Planning, Establishment & Management 10. Market Niches and Pricing 11. Channels of Distribution 12. Account Calls 13. Basic Marketing: Retail, Restaurant and Tasting Room 14. Winery Costs and Profitability 15. Public Relations and Media <p>Wine Marketing and Sales (Content Continued)</p>	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

16. Winery Profiles	
Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.	
Methods of Evaluation: Lecture Comprehensive Quizzes and Exams Written Critical Thinking Scenarios Problem Analysis and Solution Research and Term Papers	Methods of Evaluation: Laboratory Laboratory Skill Validation by Observation Laboratory Reports Diagnoses and Problem Solving Laboratory Skill Practicum Certification Exams
Typical Textbooks, Manuals, or Other Support Materials Under Review	
Statewide Articulation: CPSLO-AGB 443	
FDRG Lead Signature:	Date:
Mark E. Bender, PhD CSU Stanislaus	
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