

Discipline: Agriculture	Sub-discipline: Wine Education/Enology
General Course Title: <b>Wine Tasting Room Staff Development</b>	Min. Units: <b>1.5 Semester</b>
Proposed Suffix:	
<p>Course Description:</p> <p>This class encompasses all aspects of wine tasting room service and sales. Cellar clubs, selling techniques, wine vocabulary, and the laws and regulations of serving wine in California are covered. Legalities of shipping wine interstate and the various means of wine shipment are discussed.</p>	
Required Prerequisites or Co-Requisites <sup>1</sup>	
Advisories/Recommended Preparation <sup>2</sup>	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> <li>• List the regulatory agencies controlling wine service and explain the various laws and regulations pertaining to serving wine in California</li> <li>• List the regulatory agencies controlling wine shipment and explain the various shipping laws within the United States</li> <li>• Explain the differences among shipping companies</li> <li>• Describe the differences among wines using an expanded wine vocabulary</li> <li>• Describe wine selling techniques and how to close a sale</li> <li>• Describe a scenario of how and what the student would pour for a wine tasting room customer</li> <li>• Display and marketing of non-wine merchandise</li> </ul>	
<p>Course Content:</p> <ol style="list-style-type: none"> <li>1. Laws and regulations on serving alcohol in California</li> <li>2. Wines in general; vocabulary, flavor &amp; aroma descriptions</li> <li>3. Practical wine tasting methods</li> <li>4. Cellar Clubs and Tasting Room merchandizing</li> <li>5. The regulatory agencies: Federal Alcohol and Tobacco Agency, California Department of Alcoholic Beverage Control</li> <li>6. Wine Shipment Laws and Regulations</li> <li>7. Selling techniques and closing the sale</li> <li>8. On-site visit to Winery Tasting Room</li> </ol> <p>Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.</p>	
<p>Methods of Evaluation: Lecture Comprehensive Quizzes and Exams Written Critical Thinking Scenarios Problem Analysis and Solution Research and Term Papers</p>	<p>Methods of Evaluation: Laboratory Laboratory Skill Validation by Observation Laboratory Reports Diagnoses and Problem Solving Laboratory Skill Practicum Certification Exams</p>
<p>Typical Textbooks, Manuals, or Other Support Materials Under Review</p>	

<sup>1</sup> 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.

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

FDRG Lead Signature:

Date:

Mark E. Bender, PhD CSU Stanislaus

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**Internal Tracking Number**